

# Raffles Millennium International

## BACHELOR OF DESIGN FASHION MARKETING



**Bangalore  
Campus**

**Awarded by  
Raffles College  
of Design and  
Commerce,  
Australia**

**Intakes  
January  
April  
July  
October**

**Duration  
36 Months,  
Full Time**

**Bachelor  
Degree  
in 3 years**

**Eligibility**

*10+2 from any recognized board.  
Class 12th students appearing or waiting for  
final result may also apply for provisional admission.*

## Course Overview

The study of Fashion Marketing is an exciting field that opens one up to countless opportunities in the fashion industry. Students learn buying and merchandising practices, conceptualizing, advertising and promotional activities. Tailored to blend creative fashion knowledge with a solid grounding in business, marketing and contextual studies.

### Career Opportunities

- Fashion Buyer
- Merchandiser
- Event Manager
- Fashion Editor
- Image Consultant/Coordinator
- Costumer Co-ordinator
- Fashion Co-ordinator
- Market Researcher
- Visual Merchandiser
- Brand Manager
- Public Relations Officer

### Course Modules Listed are for YEAR 1 & 2

- Colour Theory and Design Principles for Fashion
- Marketing Foundation
- Fibers and Textiles
- History of Costume 1
- Computer Graphic Skills FMM
- History of Costume 2
- Academic Research and Communication Skills
- Technical Drawings (Garment Typology)
- Digital Photography
- Fashion Marketing and Merchandising
- Market Research
- 20th Century Styles and Trends
- Introduction to Brand Management
- Integrated Fashion Communication 1
- Buying Principles
- Product Development
- Fashion Coordination and Promotion
- Consumer Behaviour
- Human Resource Management
- Financial Management
- Visual Merchandising
- Global Supply Chain Management (Fashion Buying)
- Sensorial Marketing
- Fashion Marketing Project 1
- Fashion Journalism
- Fashion Marketing Project 2
- Industrial Attachment

### Course Modules Listed are for YEAR 3 (Bachelor of Design, With Major in Fashion Marketing)

- Fashion Communication 2
- Strategic Marketing
- E- Fashion
- Social Psychology of Fashion
- Brand Management
- Major Studio Project



#### Jhoanne Marie Benzon

Fashion Marketing, Philippines 

Jhoanne holds a Bachelor's degree in Clothing Technology and Masters in Technology Management at the University of the Philippines, Diliman. She has an extensive experience in fashion/apparel retail industry specializing in trend forecasting, merchandising, buying, design and product development, inventory management, and OTB planning. She has worked in both ready to wear and global fashion retail brands in the Philippines like Guess, Freego, Penshoppe and Cinderella. Prior to teaching, Jhoanne worked in one of the textile company in China with vertical set up integration where she gained her technical skills in manufacturing, export and trading business. While working in China, she got to work with various kinds of multinational companies like Pacific Brands, Oxylane and Otto and exported garments to Australia, New Zealand, KSA, Germany, Japan and Europe.