



INTERNATIONAL FASHION MARKETING

blanche macdonald centre

DEVELOP A PROFESSIONAL CAREER IN THE GLOBAL FASHION MARKETPLACE.

FOR INTERNATIONAL STUDENTS

Blanche Macdonald Centre has established a renowned reputation as a worldwide leader with our innovative and outstanding educational Diploma programs. Students have the option of applying for our core one year Diploma programs that are fast paced, dynamic and challenging, or our International Diploma six month programs that are specifically designed with the same standards, quality and care and are better suited to those students with Intermediate English language skills.

The International Fashion Marketing program provides an excellent academic foundation that is designed to develop each student's English communication skills while introducing you to a rich curriculum of fashion focused education.

Upon graduation, students earn a Canadian Diploma in Fashion and will have the knowledge and skills to gain entry-level career employment in the fashion industry. Graduates may also choose to build on their Canadian Diploma with further education in the field of fashion.

FASHION DESIGN BY BLANCHE MACDONALD GRADUATE DOROTHY TING.





ABOUT THE COLLEGE

The Blanche Macdonald Centre has always been at the forefront of advanced education. Established since 1960, the College is a recognized leader in Fashion education and has driven the agenda for professional training in the Fashion Marketing industry on a local, national and global scale. As a fully accredited private trade school under the auspices of the Ministry of Advanced Education BC, we have successfully graduated tens of thousands of students.

The College has three multi-million dollar campuses, a beauty retail store, CurliQue, and professional hair salon, Q & A. All of these facilities are centrally located in Vancouver and easily accessible by public transit. Diploma programs are offered in International Fashion Marketing, Fashion Merchandising, Fashion Design, Global Makeup Artistry, International Makeup Studio, Freelance Makeup, Professional Hair, Esthetics/Spa Therapy and Nail Studio. Our faculty and graduates have received international accolades and awards and have worked with such prestigious global brands as Alexander McQueen, Marc Jacobs, Rick Owens, Top Shop, MAC, Make Up For Ever, Nike and Adidas, to name a few.

We have an unparalleled reputation in the fashion industry and we are known for our excellent teachers, our progressive curriculum, and the high standards we expect of our students and of ourselves. The Centre attracts students from all around the world and from every educational, ethnic and social background, creating a truly diverse and enriched learning environment. We believe that each student's education includes not just intellectual but personal growth. It is our hope and belief that you will discover friends and mentors within our walls and that these rich connections will endure a lifetime.



FASHION DESIGN BY BLANCHE MACDONALD GRADUATE KIRA SAMS.

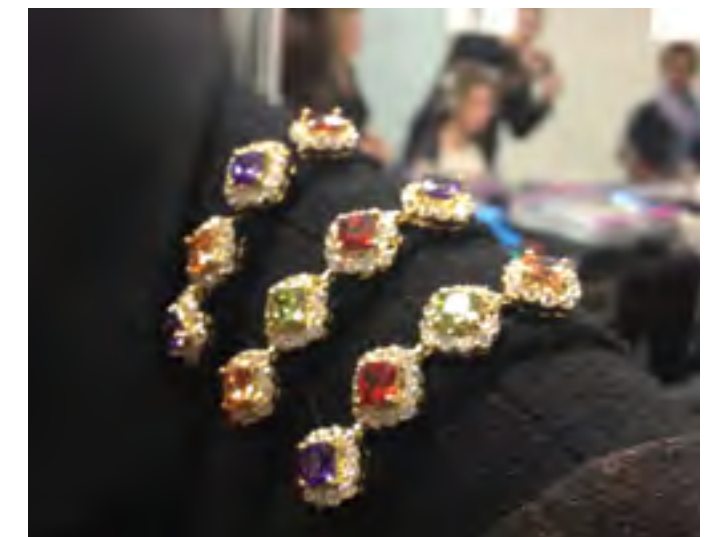


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WHAT CAN THE STUDENT EXPECT FROM THIS PROGRAM?

You can expect to receive a curriculum and educational experience that balances an effective academic environment with high industry exposure, practical hands-on experience, relevant industry guest speakers, valuable internship opportunities, small class sizes and a caring, supportive environment that is filled with creativity, fun and a rewarding sense of personal achievement.

- Enjoy the opportunity to greatly improve your written and verbal English language skills within a friendly and multicultural environment.
- Learn specialized vocabulary and terminology related to the industry. Be able to converse knowledgeably and confidently with others in the world of Fashion.
- Coordinate a Fashion photo shoot, choosing the clothing and accessories that will create a visually compelling image that meets the industry's criteria.
- Study and critique Fashion editorials to better understand techniques, processes and aesthetic elements relating to brand statements, artistic direction, fashion standards and graphic layouts and design.
- Develop your social media skills in relation to business and branding. Learn how to create an integrated social media strategy that has a unified voice and vision.
- Participate in valuable Fashion Internships that will boost your self-confidence, help you develop essential working skills and experience, and build your industry network.
- Acquire essential skills and experience with Photoshop and Illustrator, learn about graphic layout elements and develop a graduate project with your own E-portfolio.
- Become integrated in North American culture: at the College, we have the privilege of learning about our International students, their personal stories and their respective cultural heritage. In turn, we have the opportunity to help our students refine their English language skills and to gain valuable insight, experience and confidence with North American business protocols and procedures, cultural traditions and general etiquette.





DIPLOMA PROGRAM
PROGRAM LENGTH: SIX MONTHS
PROGRAM SCHEDULE: THREE DAYS PER WEEK

INTERNATIONAL STUDENTS - WORK EXPERIENCE IN CANADA

For those students who are on a valid Canadian Study Visa, under the new Canadian Immigration Commission rules and regulations, International students have the ability to work legally in Canada for the duration of their educational program, up to 20 hours per week off campus. This can include paid work, volunteer work or Industry Internships.

Note: Students need to hold valid Study Permits and apply for a Social Insurance Number at Service Canada to work off campus.

INTERNATIONAL STUDENTS - CO-OP WORK EXPERIENCE

The College also offers International students the opportunity to expand on their Canadian studies by adding on an International Co-op Work Experience segment. Upon enrolling, International students can register for the International Fashion Marketing + a six month International Co-op Work Experience. The Blanche Macdonald Centre has a dedicated Fashion Career Department that helps our International Co-op students secure a relevant Fashion Co-op Work experience.

THE INTERNATIONAL FASHION MARKETING PROGRAM

International Fashion Marketing students must successfully complete ten course subjects of three credits each in order to earn their Diploma. The program is divided into two semesters of five courses each. The total academic program length is six months. There is an additional six month International Co-op Work experience for those who have registered for that additional option.

Classes are scheduled for three days per week. Upon enrollment, students select either a Mon-Wed schedule or a Wed-Fri schedule. This allows students with greater flexibility to study and to work part time.

FASHION DESIGN BY BLANCHE MACDONALD GRADUATE CIEL WU.



INTERNATIONAL FASHION MARKETING COURSE OUTLINES

TERM I

FASHION MERCHANDISING In this comprehensive overview of the fashion industry, students will study the social, economical, political, psychological and technological factors that steer fashion trends, buying and merchandising. You will learn how to identify trends and accurately chart their development on the fashion cycle. This dynamic class integrates guest speakers, industry field trips and in class discussions to fully understand the merchandising practices of retail organizations.

VISUAL MERCHANDISING & STORE CONCEPTS Apply your creativity and imagination with store layout, retail design, window displays and interior/exterior concepts to help a business communicate their visual brand and increase revenue. Practical hands-on application and theoretical study include functional merchandising layouts, store traffic patterns, store fixtures and signage, mannequins, attractive lighting design and understanding the needs of the store's customer and the retail environment.

FASHION DESIGN BY BLANCHE MACDONALD GRADUATE SHERYL DECTEROW.

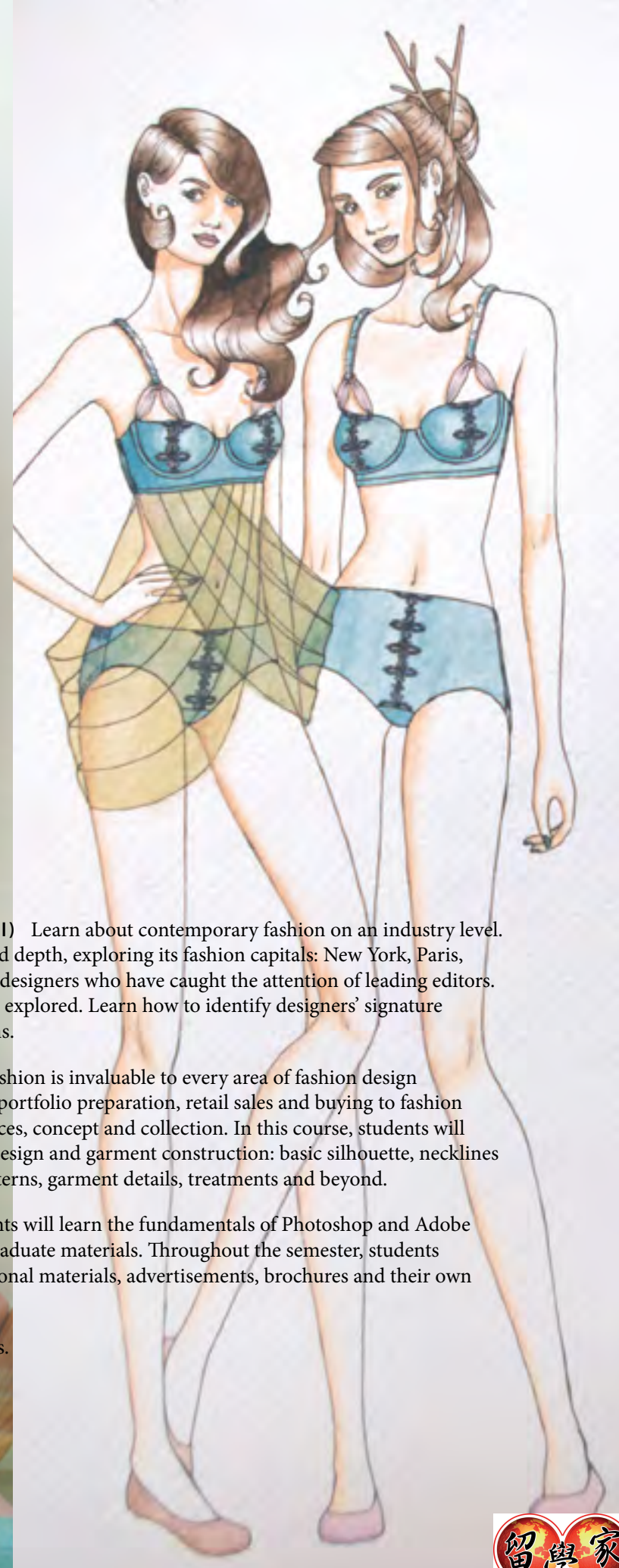


CURRENT FASHION DESIGNERS (FASHION AWARENESS II) Learn about contemporary fashion on an industry level. This course takes students on a global tour of breadth and depth, exploring its fashion capitals: New York, Paris, London, Milan and Tokyo. There is a focus on emerging designers who have caught the attention of leading editors. Established designers and couture fashion houses will be explored. Learn how to identify designers' signature touches, recurring themes, inspirations and constructions.

FASHION ELEMENTS & VOCABULARY The language of fashion is invaluable to every area of fashion design and merchandising, from writing fashion copy, reviews, portfolio preparation, retail sales and buying to fashion show production and understanding a designer's references, concept and collection. In this course, students will learn how to properly identify and critique elements of design and garment construction: basic silhouette, necklines and collars, sleeve styles, pants and skirts, prints and patterns, garment details, treatments and beyond.

ART & TECHNOLOGY In this foundational course, students will learn the fundamentals of Photoshop and Adobe Illustrator in developing an e-portfolio as part of their graduate materials. Throughout the semester, students will learn how to create effective layouts, design promotional materials, advertisements, brochures and their own business marketing materials and website.

Classes are held in one of the College's Mac computer labs.





TERM II

FASHION STYLING Learn the multifaceted role of a Fashion Stylist in this hands-on course. Through lecture, research, practice and demonstration, students will learn to realize fashion shoots from inspiration, adaptation, casting, and garment sourcing to the finished photograph. Learn to art direct and collaborate with photographers, models and hair and makeup teams as well as creative directors and commercial clients. Students will be given the unique opportunity to build their portfolios, style their own fashion photo shoot and work with an industry professional photographer.

SOCIAL MEDIA MARKETING Learn how to integrate all the moving parts of a business' social media strategy into a cohesive and effective message that will build brand awareness. Understand the fundamentals of blogging, Hootsuite, Facebook, Twitter and Instagram. In this course students will learn the fundamentals of content management and how to navigate analytic and tracking tools. Gain the knowledge and confidence to provide industry relevant social media services in a rapidly growing field.

FASHION BUYING This course emphasizes the coordination of the buyer's varied responsibilities, consumer profiling, how to manage a department or boutique with respect to planning, learning how to buy the appropriate merchandise assortment, managing inventory, and keeping in line with consumer demands and store merchandise policies. Students develop a retail buying plan which includes calculating mark-ups and mark-downs and an open to buy.

FASHION PROMOTIONS & PUBLIC RELATIONS The Public Relations and Event Planning / Promotions industry is growing at an exponential rate and is certainly one of the most in demand fields in Fashion. This course focuses on how the fashion industry interacts, educates and communicates internally and to the public; it is a means of creating public recognition and attention. Students will learn how to create, promote and execute PR events from personal to corporate representation, both large and small in scale and with a range of budgets.

PROFESSIONAL PRACTICES To identify your personal and professional life goals, review your marketable employment skills and related education and experience and match them with potential career opportunities and companies. Practical job search skills will be taught, including designing and producing a professional résumé and cover letter and utilizing online resources like LinkedIn, Monster and Twitter. Considerable time is spent in helping you learn how to best present yourself to prospective employers: your personal communication skills, public speaking with respect to poise, effective delivery, confidence and emotional intelligence and the value of networking and building professional relationships.

Note: The Blanche Macdonald Centre reserves the right to change course curriculum, content, program outlines, schedules, supplies, kit contents and kits, instructors, tuition and facilities without notice.

FASHION DESIGN GRADUATE SHOW
AT THE BLANCHE MACDONALD ATELIER CAMPUS

GRADUATION

Students who have successfully completed all course subjects and have fulfilled attendance requirements and financial obligations with the College will graduate with a Blanche Macdonald Centre Diploma - International Fashion Marketing Program.

FASHION CAREER OPPORTUNITIES

Graduates of the program will be prepared to establish entry level careers in the fashion industry as:

FASHION MERCHANTISERS

RETAIL BUYERS

FASHION STYLISTS

SOCIAL MEDIA COORDINATORS

FASHION PROMOTERS

SOCIAL MEDIA MARKETERS

FASHION PUBLICISTS

SPECIAL EVENT COORDINATORS

PUBLIC RELATION COORDINATORS

VISUAL MERCHANTISER

STORE MANAGERS

INTERNATIONAL FASHION MARKETING DIPLOMA PROGRAM

PROGRAM ADMISSION REQUIREMENTS

International Student applicants must demonstrate an interest and aptitude for the Fashion industry and possess Intermediate English skills. An internal English Assessment test may be required.

INTERNATIONAL CO-OP DETAILS

The international Fashion Marketing Diploma program has an additional Co-op Option.

Students can register for the additional Co-op Option which allows students to extend their stay in Canada for six months.

This will allow you to work in Canada for six months and provide you with a Canadian Co-op work permit.

This Co-op option provides our International students with valuable work experience in their area of study.

COSTS

PLEASE REFER TO THE ENCLOSED FEE SCHEDULE FOR A BREAKDOWN OF ALL THE COSTS.

A. NON REFUNDABLE REGISTRATION FEE FOR INTERNATIONAL STUDENTS

Once you have been accepted into the program, if you wish to proceed with registering for the program, then a Non Refundable Registration Fee is paid on registration.

B. TUITION

There are various Tuition payment plan options. See attached Fee schedule. Please select one of the Tuition payment plans.

C. INTERNATIONAL FASHION MARKETING CO-OP OPTION

International students can choose to continue their studies with a related Co-op work experience. This would extend your Program duration to one year: 6 months of Study + 6 months Co op Work Permit. Please refer to the enclosed Fee schedule for details regarding the International Co op Fee.

D. TUITION SCHOLARSHIPS AND GRANTS

Please contact an Admissions Director to learn about any available Tuition scholarships and grants.

PROGRAM REGISTRATION DETAILS

STEP ONE

Submit an Online Application.
There is no charge to submit an application at any time for any program.

STEP TWO

Once an Admissions Director has received your online application, they will contact you to arrange a personal interview.

This interview can be conducted in person, by phone or via SKYPE. During this interview, the Admissions Director will have the opportunity to get to know you and for you to get to know us. We will address your questions and concerns, assess your aptitude for the program, your English proficiency, provide program, industry and tuition information and help you and your family as best as we can with the admissions process.

STEP THREE

Based on your Online Application and Interview, the Admissions Director will determine if you are qualified to be accepted into the program.

STEP FOUR

Acceptance. Once you are accepted into the program, the following will be required:

1. Identification - Copy of Passport.
2. Non Refundable Registration Fee. This Registration Fee is due once a student has been accepted into the program and wishes to register and enroll for the program.
3. Tuition deposit – the initial tuition deposit is required upon enrollment; please refer to the Tuition Payment plans and choose one Tuition Payment Plan option.

STEP FIVE

1. A formal Enrollment Agreement will be forwarded to you for your signature.
2. A formal Letter of Acceptance will be issued.
3. Your Admissions Director can provide you with additional information re Canadian Study Permits, Study Visas and the Study Permit Application process.

STEP SIX

Welcome to Blanche Macdonald!

Orientation – an Orientation email will be sent to you before you start.

Housing Help – please contact your Admissions Director to connect with our Housing Support staff.

Throughout your journey with us, we are here to help you. You are important to us.

REGISTRATION DETAILS

Please contact an Admissions Director for registration details.

INFO@BLANCHEMACDONALD.COM
WWW.BLANCHEMACDONALD.COM

BLANCHE MACDONALD CENTRE, VANCOUVER BC CANADA

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Vancouver, BC, Canada
T. 604.685.0347

BLANCHE MACDONALD CENTRE MIDTOWN CAMPUS - ATELIER + CURLIQUE BEAUTY BOUTIQUE + Q&A STUDENT HAIR SALON

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BLANCHE MACDONALD CENTRE DOWNTOWN CAMPUS - ROBSON

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FACEBOOK.COM/BLANCHEMACDONALDCENTRE
INSTAGRAM.COM/BLANCHEWORLD

WOULD YOU LIKE TO LEARN MORE?

An extended version of this brochure with additional program and course information can be viewed by visiting:
<http://www.blanchemacdonald.com/international-fashion-marketing/>

The Blanche Macdonald Centre holds a designation certificate issued by the Private Training Institutions Branch (PTIB) of British Columbia, holds an Education Quality Assurance (EQA) designation and is a designated learning institution with Citizenship & Immigration Canada (CIC).

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Note: The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.

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