



# ACS - fashion marketing - buyer's profile - NTC.1H

## The fashion marketing specialist (buyer's profile)

The fashion marketing specialist can enter various professions related to retail sales and buying, including assistant buyer, assistant product and/or brand manager, merchandiser, distribution analyst, division manager and merchandise planner.

- Length of program: **16 months**
- **20 hours of coursework (self-paced learning, virtual evening classes)** and individual work per week

The **900-hour** ilasallecampus fashion marketing specialist - buyer's profile program is accredited by the *ministère de l'Éducation, du Loisir et du Sport*.

## General objectives

This program will teach you the skills required to occupy many different management positions in various sectors: wholesale, retail and buying. In particular, this program will qualify you to present collections, provide an expert opinion regarding purchases, and assess the profitability of products.

In the course of your training, you will learn to...

- analyze and predict trends.
- conduct research and analysis regarding consumers and sales.
- contribute to the process of product planning.
- manage files with suppliers and sales representatives.
- manage and keep track of the purchasing budget.

By the end of your training as a fashion marketer and buyer, you will be qualified to choose and buy clothing and accessories from designers, manufacturers or wholesalers intended for a retail clientele. With your flair for fashion, together with your knowledge of trends and the target market, you will be able to assemble an ideal assortment of products.

## Required materials & software

- Fibre and textile kit
- Simply Accounting

## Minimum recommended equipment

- Microcomputer with 1.6MHz Pentium IV+ or Mac Intel \*
- Windows 2000, XP, Vista, Windows 7 or Mac OS 10.2+ \*
- Minimum 1GB of RAM

- High-speed Internet access
- Internet browser (Internet Explorer, Firefox, Safari or Opera)
- Minimum 1024 x 768 monitor resolution
- Sound card, headphones and microphone
- Application software and peripherals required for the course \*\*
- Burner
- Blank CD-ROMs / DVDs
- Flat scanner

\* Please note that the online courseware and virtual class platform are compatible with both Mac and PC systems, but some of the software taught is compatible only with the Windows platform. Students are responsible for ensuring compatibility with the software.

\*\* The software and materials required for this program are compulsory and offered at special student rates at LaSalle College's supply store, located at 2020 Sainte-Catherine Steet West, Montreal; tel: 514.939.4442 ext. 242 or online.

## Program content

### Term 1

571-AE4-AS	The History of Fashion	60 hrs
571-RM4-AS	The Marketing of Fashion	60 hrs
571-QD3-AS	Fashion Occupations	45 hrs
571-FT4-AS	Fibre & Textile Analysis	60 hrs

### Term 2

571-QC3-AS	Analysis of Styles & Trends	45 hrs
571-RC4-AS	Principles of Accounting	60 hrs
571-RZ4-AS	Prospecting for Clients and Suppliers	60 hrs
571-RD3-AS	Developing an Exclusive Clothing Strategy	45 hrs

### Term 3

571-BF4-AS	Introduction to Budgetary and Financial Planning	60 hrs
571-RH3-AS	Planning a Selection of Clothing and Accessories	45 hrs
571-RV4-AS	Managing a Sales Force	60 hrs
571-R33-AS	Approaches to Planning	45 hrs

### Term 4

571-QG3-AS	Import/Export Distribution	45 hrs
571-RS3-AS	Choosing a Selection of Clothing and Accessories	45 hrs
571-RX3-AS	Managing Fashion Merchandise	45 hrs
571-Q88-AS	Workplace Integration II	120 hrs

**Total** 900 hrs



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