

# FASHION MARKETING

## Explore Your Opportunities in an Exciting Career Pathway!

Fashion marketing is a unique field where style trends and business savvy intersect. Education and training in fashion marketing open the doors to a fast-paced and exciting field with an array of career possibilities. A two-day visit to New York City allows students to learn from the best of the best.

In this program, students learn how to:

- Become a buyer and negotiate prices and discounts
- Understand quality specifications
- Understand price points
- Work with retail sales, advertising, and promotions
- Accessorize and dress to impress on any budget
- Think creatively, develop artistic or design concepts
- Discuss ideas with designers

Students also learn about market segments within the fashion industry, the practical application of visual merchandising techniques, costume history in Western culture, fashion styling strategies and how to forecast fashion trends.

## Get Started Today!

Deb De Beauchamp  
ddebeauchamp@olympic.edu

**Professional-Technical Program Advisor**  
Steve Quinn (360) 475-7345, squinn@olympic.edu

### Contact Admissions to enroll!

[www.olympic.edu/current-students/getting-started/Admissions](http://www.olympic.edu/current-students/getting-started/Admissions)

### Funding Options

are available through Workforce Development

**(360) 475-7555**

**wfd@olympic.edu**

Contact us to find out if you are eligible!

### Interested in Fashion Marketing?



### Check Out Their Webpage!



Bremerton • Shelton • Poulsbo

Olympic College is an equal opportunity institution. Information about our non-discrimination policies is available at: [olympic.edu/nondiscrimination-title-ix](http://olympic.edu/nondiscrimination-title-ix), 360-792-6050, 1600 Chester Ave., Bremerton, WA 98337-1699.

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*New Classes Start  
Every Quarter!*

*Comprehensive Degrees  
and Specialized  
Certificates  
Start Here!*



### Career Options

- Wholesale and Retail Buyer
- Visual or Web Site Merchandiser
- Personal Shopper, Assistant Buyer or Manager
- Fashion Merchandising, Sales and Marketing
- Fashion or Marketing Coordinator
- Product Development
- Merchandiser
- Public Relations
- Visual Presentation and Styling
- Fashion Journalist

Check Out The  
Fashion Marketing  
Career Pathway



### Wages

For median wages, labor market and wage data provided by the Washington State Employment Security Department go to:

<https://fortress.wa.gov/esd/employmentdata/>

### How to Pay for College

You may be eligible for financial assistance!

Workforce Development Eligibility Survey  
[www.startnextquarter.org/](http://www.startnextquarter.org/)

Financial Aid  
[www.olympic.edu/paying-college/financial-aid](http://www.olympic.edu/paying-college/financial-aid)

The Washboard Scholarship Opportunities  
<https://fortress.wa.gov/hecb/thewashboard/>

### Fashion Marketing Certificate of Completion (30 cr)

This certificate is designed to provide students with entry-level fashion marketing skills. Students will learn about market segments within the fashion industry, the practical application of visual merchandising techniques, costume history in Western culture, and fashion styling strategies. In addition to the content covered in the 19 credit certificate of recognition, this certificate includes four additional classes covering topics such as store operations, event planning, current fashion trends and forecasting new ones, and fashion merchandising, which includes a two-day trip to New York City.

### Fashion Marketing Certificate of Recognition (19 cr)

This shorter certificate is designed to provide students with entry-level fashion marketing skills. Students will learn about market segments within the fashion industry, the practical application of visual merchandising techniques, costume history in Western culture, and fashion styling strategies. This certificate can lead to the 30 credit Certificate of Completion in Fashion Marketing.

"I just feel so supported by the other students and the teachers. It's a family in a way."

- Jennifer Clarke,  
Graduating Class of 2017



"The professors around here work together. You can go to any of them and they are willing to help."

- Terry Bash, Student

