




BACHELOR OF FINE ARTS FASHION BUSINESS

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

305-424-9434 

miami@immiami.com 

immiami.com 

ADMISSIONS GUIDANCE
ACADEMIC YEAR 2024/25

BACHELOR OF FINE ARTS FASHION BUSINESS

The Bachelor of Fine Arts in Fashion Business program allows students to learn from a diverse range of subjects that bridge the gap between creativity and business acumen. They will explore key topics such as fashion branding, digital design, supply chain management, and fashion marketing, gaining an in-depth understanding of the multifaceted world of fashion. In addition to building a solid foundation in business principles, students will delve into the cultural and historical context of fashion, examining how it intertwines with art and society. The program also places a strong emphasis on ethical considerations, critical thinking, and sustainability within the fashion industry. As students progress through the semesters, they will engage in advanced studies, including luxury business models, digital branding strategies, and fashion entrepreneurship, culminating in a thesis project that demonstrates their expertise in fashion business management. With a balanced blend of theory and practical application, this program equips students with the skills and knowledge needed to thrive in various roles within the fashion business, from retail management to marketing, supply chain, and beyond.

SEMESTER I
Principles of Business I
Fashion Branding Fundamentals
Digital Design
History of Art
English Composition I

SEMESTER II
Principles of Business II
Fashion Marketing: Principles & Practices
History of Dress & Costume
Principles of Economics
English Composition II

SEMESTER III
Fashion Communication
Advanced Digital Design
Trend Forecasting
College Mathematics
Speech

SEMESTER IV
The Buying Arena
Production 360
Product Development
Fabrics & Materials
Ethics

SEMESTER V
Supply Chain Management
Omnichannel Distribution
Fashion Retail Management
Fashion Buying
Fashion, Art, & Cultural Context

SEMESTER VI
Strategic Management in Fashion
Value & Green Marketing Planning
New Digital Media & E-Commerce
World History
Microeconomics

SEMESTER VII
Digital Branding Strategies
Visual Merchandising
Psychology
Critical Thinking
Biology

SEMESTER VIII
Luxury Business Models
Finance & Management Control
Fashion Entrepreneurship - Thesis
Environmental Science
College Mathematics II