



BACHELOR OF SCIENCE FASHION BUSINESS

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

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ADMISSIONS GUIDANCE
ACADEMIC YEAR 2026/27

PROGRAM DESCRIPTION

The Bachelor of Science in Fashion Business aims to provide students with a thorough knowledge and understanding of the different methods, processes, and types of businesses that are part of the wider picture of the global fashion industry. The fashion business manager studies the fashion scene, analyses the competition, and evaluates product development, planning, promotion and sales channels, collaborating with all business areas including design, production, marketing and sales departments. Fashion business professionals are able to evaluate the intrinsic characteristics of the garment or product, the evolution of consumer habits, lifestyles and the needs of the market. They understand techniques of sales and marketing, the target audience and setting a price range, and are skilled in coordinating business partners and employees.

PROGRAM SPECIFICS

CREDENTIAL

Bachelor of Science Degree

START TERM

Spring, Summer, Fall

CREDITS

120 credits

DURATION

4 years

LOCATION

Miami, FL

COST PER CREDIT HOUR

\$1,360

COURSE LOAD

Full-Time or Part-Time

MODALITY

On Campus

TUITION AND FEES

\$171,300

STEP-BY-STEP GUIDE: HOW TO APPLY

- 1 Explore Programs immiami.com/all-programs
- 2 Schedule a Meeting immiami.com/appointment
- 3 Submit Your Application immiami.com/apply
- 4 Submit Registration Documents
- 5 Application Review and Enrollment

REGISTRATION DOCUMENTS

Degree Programs

- Online Application (Fee \$100)
- High School Official Transcripts and Diploma
- Valid ID
- Resume
- Personal Statement

LEARNING OUTCOMES

- **Learn how the global fashion industry operates** – Understand the business models, market trends, and strategies that drive fashion brands and retail success.
- **Develop skills in marketing and brand management** – Gain expertise in fashion branding, public relations, advertising, and digital marketing strategies.
- **Master retail and merchandising strategies** – Learn how to manage inventory, analyze consumer behavior, and optimize product placement to drive sales.
- **Understand product development and supply chain management** – Explore how fashion products are designed, produced, distributed, and sold globally.
- **Gain expertise in sales forecasting and business analytics** – Use data and market research to predict trends, set pricing strategies, and maximize profitability.
- **Learn about sustainable and ethical fashion business practices** – Explore responsible sourcing, sustainable production, and corporate social responsibility in fashion.
- **Build business and leadership skills** – Develop management, negotiation, and entrepreneurial skills needed to launch a brand or lead within a fashion company.