Be fashion-forward and business-savvy.

Designing clothes isn’t the fashion industry’s only creative avenue. Connecting with today’s consumers, keeping ahead of the style curve, and turning a retail space into a shopping destination take innovative thinking. Real imagination. And people like you. In our Fashion Marketing & Management program, our experienced instructors* will guide your learning and help you turn your love of fashion into the creative and business skills you’ll need to get started. You’ll work with similar hardware and software used in the fashion business as you build your fashion and marketing skills. It’s all about helping you prepare for a career where you do what you love, for life.

The Art Institute of California—Hollywood
A campus of Argosy University
CREATIVITY for LIFE
In our Fashion Marketing & Management program, you’ll use hardware and software similar to those found in the fashion industry, including these:

**HARDWARE:**
- Apple** workstations
- Hewlett-Packard workstations

**SOFTWARE:**
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office

**A SAMPLE OF THE LEARNING THAT’S IN STORE FOR YOU.**

In our collaborative environment, you’ll start your education by exploring how the apparel industry works. You’ll develop fundamental business skills, then study specifics like buying, budgeting, inventory, product development, and stock control. You’ll learn how to use advertising and promotion to grab customers’ attention. We’ll show you the mechanics of important functions like merchandise presentation, visual merchandising, retailing, store management, consumer behavior, and buying trends.

And you’ll get hands-on training in how to use product data management software to monitor product development, generate product reports, and track merchandising and buying promotions.

When you’re ready to start marketing yourself, we’ll help you assemble a professional portfolio. And you’ll work with our network of career services advisors to begin your future in an industry where fresh thinking is always in style.

**OUR ALUMNI SUCCESS STORIES CAN INSPIRE YOUR OWN.**

Our fashion grads are taking the industry—and their careers—in exciting new directions. Read about them by going to artinstitutes.edu and clicking Alumni at the top of the page. Click on Why Ai? at the top of the page, and you’ll find our inspiring Creativity for Life videos. Let our alumni and students tell you about their projects, their careers, and what their education from an Art Institutes school has meant to them.