

FASHION DESIGN MANAGEMENT CERTIFICATE

Program Description

Have you ever seen a stunning piece of clothing in a store window or on a runway that took your breath away? Have you ever wanted to be a part of making trendsetting fashion products? Fashion is ready for innovation; the time has never been better for newcomers to disrupt the market as fashion brands seek out inventive new ways to sell products, promote diversity, and emphasize sustainability practices.

Whether your goal is to be a designer, trend forecaster, merchandiser, buyer, or production manager, this certificate program provides an overview of the fashion industry that combines consumer and industry knowledge with business and economics.

The courses in the program cover four major areas of fashion design management: trend forecasting, product line development, production planning, and distribution and marketing. After examining current trends, you will have the opportunity to conceptually design your own six-product fashion line that considers style, silhouette, color, and fabric choices. From there, you will explore the world of production planning and how factories are chosen to manufacture items for fashion brands. Finally, you'll create a marketing and distribution plan to determine how to best bring your fashion line to market.

Once you've completed the program, you'll have gained a strong foundation in how the business of fashion operates that can help you launch or grow your career in the industry.

The courses in this certificate program are required to be completed in the order that they appear.

Key Takeaways

- Produce a cohesive trend forecast report that can inform fashion product lines
- Conceptually design a six-product fashion line using a line creation toolkit and additional resources provided for color and fabric selection
- Explore fashion production from fit and stitching to selecting a factory
- Create a distribution and marketing plan for bringing a fashion pop-up shop to market

What You'll Earn

- Fashion Design Management Certificate from Cornell College of Human Ecology
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Anyone hoping to build or grow a career in the fashion industry
- Entrepreneurs
- Designers seeking a business background

Total Investment

- 2 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Fashion Design Management Certificate (<https://ecornell.cornell.edu/certificates/financial-management/fashion-design-management/>).

Courses

Code	Title	Hours
eCornell CHE111	Fashion Trends and Forecasting	0
eCornell CHE112	Fashion Line Product Development	0
eCornell CHE113	Production Planning	0
eCornell CHE114	Distribution and Marketing	0