




ASSOCIATE OF APPLIED SCIENCE FASHION BUSINESS

ISTITUTO MARANGONI MIAMI
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ADMISSIONS GUIDANCE
ACADEMIC YEAR 2024/25

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The Associate of Applied Science in Fashion Business program is an educational program in which the students engage in a well-rounded curriculum that encompasses a wide range of subjects, including business principles, branding, digital design, marketing, economics, and the history of fashion. This comprehensive approach equips students with the knowledge and skills needed to excel in various aspects of the fashion business, from fashion branding and marketing to product development and economics. Learning is not limited to the classroom; students engage with market insights, refining their skills through professional proposals for designated brands, a valuable experience that equips them with practical knowledge and a competitive edge. Additionally, the program provides a comprehensive focus on product development and production, essential assets for success in the fashion business area. Moreover, students also explore the artistic and cultural dimensions of fashion, gaining a deeper understanding of its role in society and its evolving trends. With a combination of classroom learning and hands-on experience, this program empowers aspiring fashion professionals to thrive in a rapidly changing and competitive industry.

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

SEMESTER II
Principles of Business II
Fashion Marketing Principles and Practices
History of Dress and Costume
Microeconomics
Fashion, Art, and Cultural Design

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

SEMESTER IV
The Buying Arena
Production 360
Product Development
Fabrics & Materials
Principles of Economics