

THE FASHION INSTITUTE

EST. 2010

**COURSE
BROCHURE**

2024

**AUSTRALIA'S LEADING
FASHION COLLEGE
FOR HIGHER EDUCATION**

WELCOME TO THE FASHION INSTITUTE.




The Fashion Institute is part of The Institute of Creative Arts + Technology, offering undergraduate programs in Fashion Business, Digital Communications and Media.

We are at the forefront of providing current and relevant education, taught by industry leaders in a dynamic and engaging environment; paired with exclusive workplace training opportunities, unlimited industry experience, international exposure and guest speakers sessions and masterclasses with some of the industry's top professionals.

The school of fashion operates an all-inclusive community, where individuals are encouraged to be their true authentic selves and we want our students to feel truly supported in achieving their career goals.





BACHELOR

BUSINESS

[PUBLIC RELATIONS]

BUSINESS BU
 INE BUSINI
 BU SS BU
 BUSINE
 SS BU
 S CINI
 INE BU
 SINE



Bachelor of
BUSINESS

ON-CAMPUS or ONLINE

2 YRS Duration	24 No. of units	12 FEB Next intake	\$2500 Fees per unit*	100% Fee-Help
--------------------------	---------------------------	------------------------------	---------------------------------	-------------------------

CAREER PATHWAYS

- + Brand Manager
- + Fashion Publicist
- + eCommerce Manager
- + Retail Manager
- + Fashion Buyer
- + Marketing Manager
- + Fashion Marketing Manager
- + Sales Manager

YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	Core Academic + Professional Skills	Core Foundations of Marketing	Core Management Fundamentals	Elective 100 Fashion Culture + Society
T2	Core Business Research + Insight	Core Enterprise + Innovation 1	Core Intro to Business Accounting	Specialisation 100 Intro to Public Relations
[OPTION TO EXIT AFTER T2 WITH A DIPLOMA OF BUSINESS MANAGEMENT - 8 UNITS]				
T3	Core Enterprise + Innovation 2	Core Business Law, Compliance + Governance	Core Digital Business Communications	Core Industry Practice/ Experience 1

YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	Core Applied Business Finance	Core Int. Business Economics	Elective 200 Fashion Planning + Buying	Specialisation 200 Public Relations Writing
T2	Core Business Metrics	Core Strategic Management	Core Project Management	Specialisation 300 Public Relations Strategy
T3	Core Leadership + Change Management	Core Ethics + Decision Making	Core Business Sustainability + Innovation	Core Industry Practice/ Experience 2

* ELECTIVES ARE SUBJECT TO CHANGE + RUN BASED ON INTEREST



BACHELOR

COMMS + MEDIA



Bachelor of
COMMUNICATIONS + MEDIA

ON-CAMPUS or ONLINE

2 YRS Duration	24 No. of units	25 SEP Next intake	\$2500 Fees per unit*	100% Fee-Help
--------------------------	---------------------------	------------------------------	---------------------------------	-------------------------

CAREER PATHWAYS

- + Communications Specialist
- + Public Relations Manager
- + Media Relations Manager
- + Digital Marketing Manager
- + Content Creator
- + Brand Strategist
- + Social Media Manager
- + Fashion Stylist

YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	Core Academic + Professional Skills	Core Intro to Communications + Media	Core Intro to the Creative Process	Core Foundations of Marketing
T2	Core Intro to Public Relations	Core Intro to Business Psychology	Core Content Creation	Elective 100 Fashion Culture + Society
T3	Core Copywriting + Media Comms	Core Media Landscape	Core Business Research + Insight	Elective 100 Styling + Creative Direction

YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	Core Industry Practice/ Experience 1	Core Brand Experience	Core The Marketing Plan	Elective 200 Fashion Planning + Buying
T2	Core Multiplatform Writing	Core Social + Digital Media Strategy	Elective 200 Event Management	Elective 300 Content Strategy
T3	Core Industry Practice/ Experience 2	Core Strategic Media Planning	Core Major Project	Elective 300 Fashion + Lifestyle Writing

* ELECTIVES ARE SUBJECT TO CHANGE + RUN BASED ON INTEREST



DIPLOMA

DIGITAL + SOCIAL MEDIA MARKETING



Diploma of
**DIGITAL + SOCIAL
MEDIA MARKETING**

ONLINE | SELF-PACED

18 MONTHS Duration	8 No. of units	12 FEB Next intake	\$1250 Fees per unit*	100% Fee-Help
------------------------------	--------------------------	------------------------------	---------------------------------	-------------------------

CAREER PATHWAYS

- + Digital Marketing Specialist
- + Social Media Coordinator
- + Content Strategist
- + Fashion Marketing Manager
- + Influencer Marketing Coordinator
- + Online Brand Manager
- + Content Creator

	UNIT 1	UNIT 2
T1	Core Intro to Digital + Social Media Marketing	Core Foundations of Marketing
	UNIT 3	UNIT 4
T2	Core Intro to Digital Design	Core Intro to Creative Process
	UNIT 5	UNIT 6
T3	Core Intro to Written Communications	Core Intro to Digital Strategy
	UNIT 7	UNIT 8
T4	Core Content Creation	Elective Digital Photography

4
TRIMESTERS

A man with long brown hair and a beard, wearing a grey patterned blazer, stands on the left. A woman with curly brown hair, wearing a red baseball cap, a red leather-like top, and a light grey blazer, stands on the right. Both are smiling and looking upwards and to the right. The background is a plain, light grey/white wall.

EXTRA-CURRICULAR

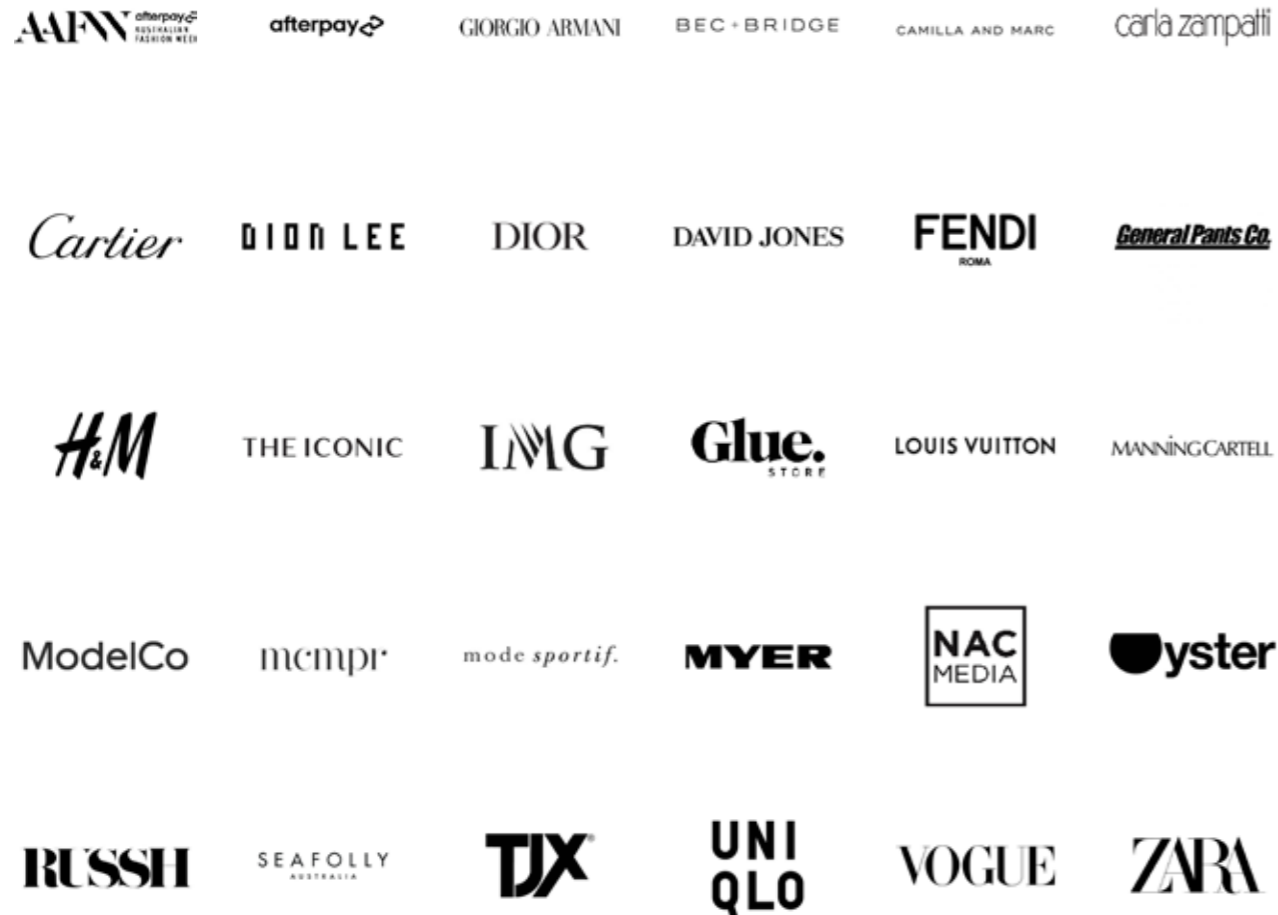
INDUSTRY

EXPERIENCE

INDUSTRY PARTNERS

+ The Fashion Institute places students into internships with over 600 of Australia's premier fashion labels, companies, magazines and media.

SOME OF OUR INDUSTRY PARTNERS INCLUDE:





INTERNSHIP EXPERIENCE

Through our Workplace Training Program, The Fashion Institute provides a pathway for students to gain hands on experience within the industry. This program paves the way for students to develop invaluable skills, which will open the doors to a fulfilling career in fashion.

All students of The Fashion Institute become part of our exclusive workplace training program and our dedicated Careers Team tailor each program to suit individual aspirations and career goals. This close collaboration ensures placements that are relevant to each student's unique interests and talents.

We offer opportunities Australia wide and students are able to use their logged hours of Industry Experience as credit towards their studies.

The Fashion Institute has a reputation for consistently providing our internship partners with high calibre candidates and providing our student's tailored work placement opportunities.

Our Careers Manager is available to provide support on writing cover letters, building resumes or preparing for interviews to help you succeed in the industry.

In addition, The Fashion Institute provides current and graduated students access to our internship and job opportunities database through our careers log-in page and extends invitations to our Industry Guest Speaker sessions and Networking Events.



EVENT EXPERIENCE

All students have access to unlimited event experience and volunteering opportunities throughout the year, from designers' warehouse sales to industry black tie events, and on-set collection shoots.

Volunteering is a great way for you to build your industry experience and network with like-minded professionals.

FASHION WEEK

Each year TFI students are encouraged to volunteer at Australia's main fashion weeks including Sydney, Melbourne and Brisbane.

These experiences provide students the opportunity to gain hands-on industry experience by assisting on the shows of loved & celebrated Australian designers and labels.

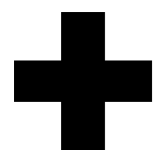
INTERNATIONAL WORKPLACE TRAINING PROGRAM

Over the past eight years, The Fashion Institute has curated extraordinary experiences for students through our annual New York Fashion Week program. Excitingly, in 2023, we expanded our horizons by introducing London Fashion Week to our renowned International Program.

This initiative provides students with a unique chance to actively participate in some of the world's premier international fashion shows and engage in valuable internships with esteemed designers. This exposure immerses them in the dynamic and ever-evolving international fashion landscape.



APPLY



HOW TO APPLY



01

STEP 1 - INTERVIEW

Attend a campus tour, phone appointment or Open Day.

[Book here.](#)

02

STEP 2 - APPLY

Complete the [application form.](#)

From here our admissions team will be in touch within 3-5 business days.

03

STEP 3 - LETTER OF OFFER

Successful students will receive a Letter of Offer and a Student Acceptance Agreement which outlines the contractual arrangements and confirms the course of enrolment, duration; campus location; course-related fees and policies.

04

STEP 4 - ACCEPTANCE

Formally accept your offered place by completing, signing and returning the Agreement Acceptance Declaration in the Letter of Offer and finalise your funding.

05

STEP 5 - ORIENTATION

All students will be required to attend an Orientation the week before classes commence. Invitations will be sent out as part of your Welcome Pack.

GET IN TOUCH

P (02) 9698 9919
E fashion@icat.edu.au

www.thefashioninstitute.com.au

55 Regent St
Chippendale NSW 2008

Copyright © 2023 The Institute of Creative Arts and Technology Pty Limited. All rights reserved.
CRICOS Provider Code 00899G | TEQSA PRV12031 | Institute of Higher Education
ICAT, The Fashion Institute and Macleay College are all registered business names of Institute of Creative Arts and Technology Pty Ltd

DISCLAIMER:

Any courses, fees or arrangements stated in this guide are an expression of intent only and not to be taken as a firm offer of undertaking. Macleay College Pty Limited, trading as ICAT reserves the right to make changes to any matter contained within this publication without notice. Information in this Guide is accurate as of October 2022 but may be amended without notice. All costs and fees are provided in Australian Dollars (AUD\$). Any agreement with ICAT does not remove the right to take action under Australia's consumer protection laws.

COMPLIANCE:

The Education Services for Overseas Students (ESOS) Act 2000 sets out the legal framework governing the delivery of education to overseas students studying in Australia on a student visa. ICAT, in providing education services to overseas students, complies with the ESOS Framework and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code). A description of the ESOS Framework can be found at: education.gov.au/esos-framework
