

THE FASHION INSTITUTE

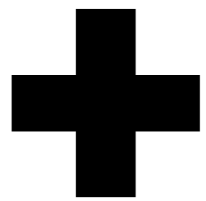
EST. 2010

**COURSE
BROCHURE**

2023

**AUSTRALIA'S LEADING
FASHION BUSINESS
COLLEGE**


WELCOME TO THE FASHION INSTITUTE.



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

COMMS + MEDIA

Bachelor of COMMUNICATIONS + MEDIA

CRICOS Course Code: 092900B

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

- + Content Creator
- + Fashion Copywriter
- + Creative Director
- + Fashion Journalist
- + Digital & Social Media Manager
- + Fashion Stylist
- + Digital Marketing Manager

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	Level 100 Elective
T3	Core Copywriting + Media Comms	Core Media Landscape	Core Business Research + Insight	Level 100 Elective

YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	Core Industry Practice 1	Core Brand Experience	Core The Marketing Plan	Level 200 Elective
T2	Core Multiplatform Writing	Core Social + Digital Media Strategy	Core Project Management	Level 200 Elective
T3	Core Industry Practice 2	Core Strategic Media Planning	Core Major Design Project	Level 300 Elective



1

2



BACHELOR

BUSINESS

[PUBLIC RELATIONS]

Bachelor of BUSINESS

CRICOS Course Code: 080556A

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

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

YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	Core Academic + Professional Skills	Core Foundations of Marketing	Core Management Fundamentals	Elective Intro to Communications + Media
T2	Core Business Research + Insight	Core Enterprise + Innovation 1	Core Introduction to Business Accounting	Level 100 Intro to Public Relations
T3	Core Enterprise + Innovation 2	Core Business Law, Compliance + Governance	Core Digital Business Communications	Core Internship 1

[OPTION TO EXIT AFTER THE FIRST YEAR WITH A DIPLOMA OF BUSINESS MANAGEMENT]

YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	Core Applied Business Finance	Core Economics for Business	Level 200 Elective	Level 200 Public Relations Writing
T2	Core Business Metrics	Core Strategic Management	Core Project Management	Level 300 Public Relations Strategy
T3	Core Leadership + Change Management	Core Ethics + Decision Making	Core Business Sustainability + Innovation	Core Internship 2



1

2



EXTRA-CURRICULAR

INDUSTRY

EXPERIENCE



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 Internship Coordinator and Careers Manager 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.

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.

INDUSTRY PARTNERS

+ The Fashion Institute places students into internships with over 500 of Australia's premier fashion labels, companies, magazines and media.

SOME OF OUR INDUSTRY PARTNERS INCLUDE:

AAFN afterpay AUSTRALIAN FASHION WEEK

afterpay

GIORGIO ARMANI

BEC+BRIDGE

CAMILLA AND MARC

carla zampatti

Cartier

DIDDY LEE

DIOR

DAVID JONES

FENDI
ROMA

General Pants Co.

H&M

THE ICONIC

IMG

Glue.
STORE

LOUIS VUITTON

MANNINGCARTELL

ModelCo

mcmpri

mode sportif.

MYER

NAC
MEDIA

Oyster

RUSSH

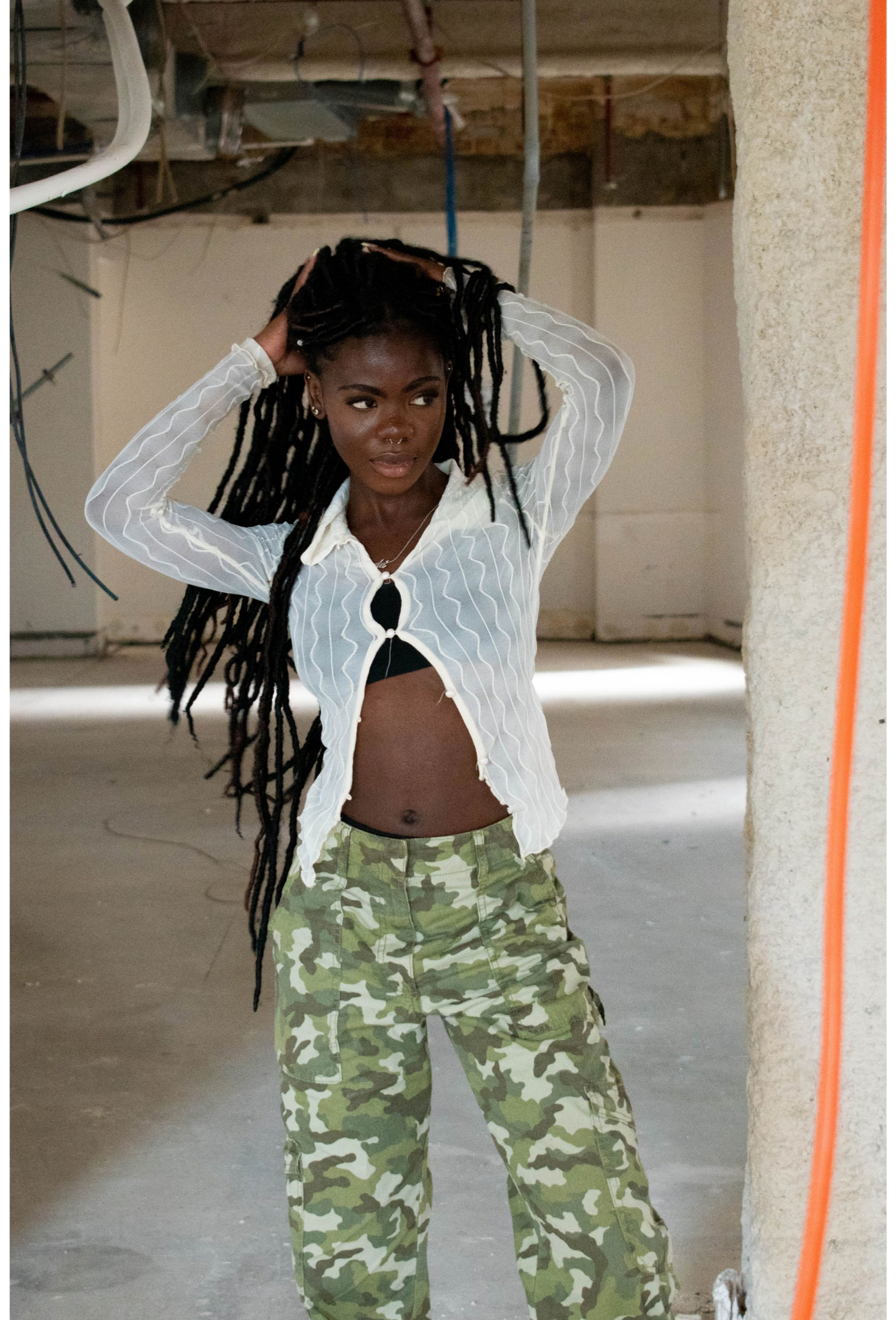
SEAFOLLY
AUSTRALIA

TJX

UNI
QLO

VOGUE

ZARA





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.

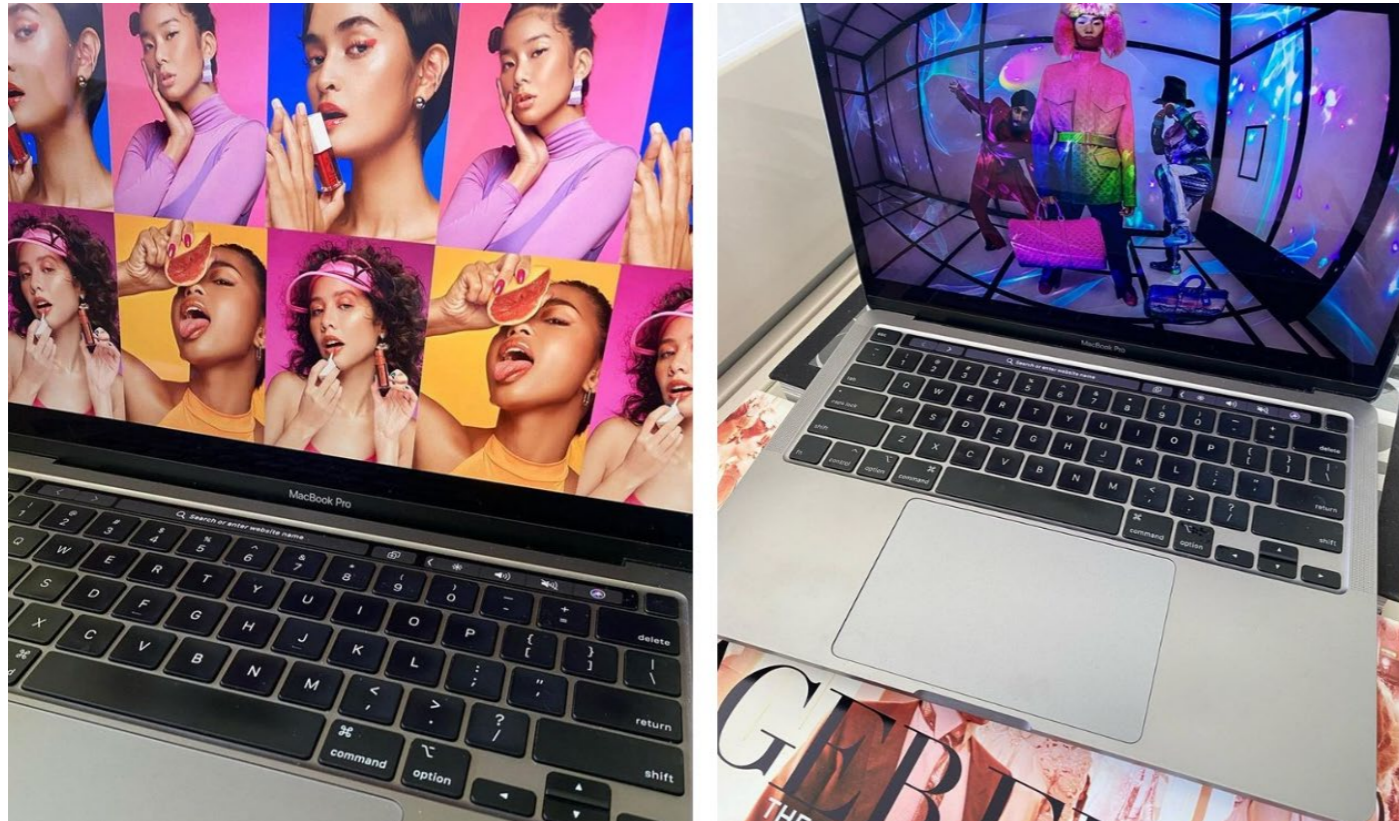
INTERNATIONAL WORKPLACE TRAINING PROGRAM

Since 2014, The Fashion Institute has taken a select group of students on the annual New York Fashion Week program. These students have the opportunity to assist across the best international shows and intern with designers, exposing them to the international fashion landscape. They also attend exclusive excursions and tours during their 10 day stay.

The program has plans to expand to London, Milan and Paris Fashion Week in the near future.



EXTRA CURRICULAR



TFI X LIVE

LIVE is designed as the perfect extracurricular experience for those who want to explore the digital side of the industry.

You'll learn how to master content marketing, branding, social media, graphic design & more.

TFI X LIVE runs online for 6 weeks each trimester as part of your first year of study.

TAUGHT BY JADE DUNWOODY

HEAD OF MARKETING AT GENERAL PANTS

TFI X LIVE COURSE CONTENT -

T1

- Content Ideation
- Content Tactics
- Branded Content
- Content Strategy
- Channel Planning
- Speakers Session

T2

- Creator Strategy
- Briefing + Budgets
- Creator Performance
- Comms Production
- Personal Branding
- Mastering Social
- Performance Metrics
- Paid Social
- Speakers Session

T3

- Design Strategy
- Photoshop
- InDesign
- Art Direction
- Branding
- Digital Marketing
- Acquisition
- Campaign Strategy
- Speakers Session



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

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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
