



THE SWEDISH SCHOOL
OF TEXTILES
UNIVERSITY OF BORÅS



Fashion Marketing and Management

MASTER'S PROGRAMME

Fashion is one of the most complex and fascinating areas of both research and social life. It encompasses trends and the fashion cycle, the fashion industry, and the fashion system, as well as perspectives on consumer behaviour and consumption. The social and environmental impact of the fashion and apparel industry on a global basis is more burning now than ever. The Master's programme in Fashion Management and Marketing provides you with academic tools to manage fashion and textiles as a multidisciplinary and multifaceted phenomenon, with a special focus on sustainability, which is an important area of research at the Swedish School of Textiles.

Fashion Marketing and Management

MASTER'S PROGRAMME

OUR PROGRAMME IN SHORT

This educational programme gives you the tools to manage marketing and consumer behaviour in textile and fashion processes. You gain fundamental knowledge in how to manage textile value chains with a special focus on sustainability.

PROGRAMME STRUCTURE

The courses during the first year represent the textile value chain from idea to design, via production and distribution, to market and the handling of backflows. In the second year, the courses specialise in fashion management with a focus on marketing and communication in the realm of the fashion system and consumer culture.

Central topics are consumer behaviour, fashion brand management, trend analysis, digital marketing communication, retail marketing, and consumption.

STRONG GROUNDING IN CURRENT RESEARCH

The courses have a strong grounding in current research in textile management with a focus on sustainability in the textile value chain, as well as research in related subjects such as business

administration and industrial economics at the University of Borås.

THE RIGHT PLACE TO STUDY FASHION

The University of Borås is just the right place to study fashion. Here, you find well-equipped labs, innovation, and research in technology as well as design, often conducted in collaboration with the industry. As the Borås region is a huge textile region, there are good opportunities for collaborations, internships, and degree projects at nearby companies.

CAREER OPPORTUNITIES

This programme prepares students for advanced positions in the industry as well as academia. After graduation, you will be equipped with the tools for working in leading positions in marketing, quality, production, logistics, or becoming an entrepreneur and setting up your own business. You can also continue your studies and pursue a doctorate.



VERA THALLINGER

"The academic field of consumer culture theory was most compelling for me as it offers a unique way of viewing consumer behaviour and the marketplace."



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