

Fashion Ecosystem of Opportunity

A team effort by the SDE and SBA Fashion Faculty and Deans

Leverage, Energize, and Expand Existing PhilaU Fashion Capabilities



Introduce a summer high school fashion experience

Summer '13



Expand UG offerings through credential clusters

Fall '13 & '14

Launch "FM Online"

Fall '14



Redesign FAS to create an exciting, multi-faceted graduate fashion program

Fall '14



Leverage graduate offerings in the executive ed market

Fall '14

We Face a Growing Number of Aggressive Competitors

- Growing # of programs
- Increasing online offerings
- Fashion Institute of Technology
- LIM
- Marist
- Parson
- Drexel
- Delaware
- Immaculata



DEC



College of
Design,
Engineering
& Commerce

**BY CAPITALIZING ON OUR STRENGTHS WE CAN
OUTPACE THE COMPETITION LOCALLY, REGIONALLY & BEYOND**

*Desirable, feasible,
valuable ideas and
the thinkers behind
them are what DEC
is all about.*

FIND OUT MORE... [Click here](#)

The PhilaU
NEXUS LEARNING Factor

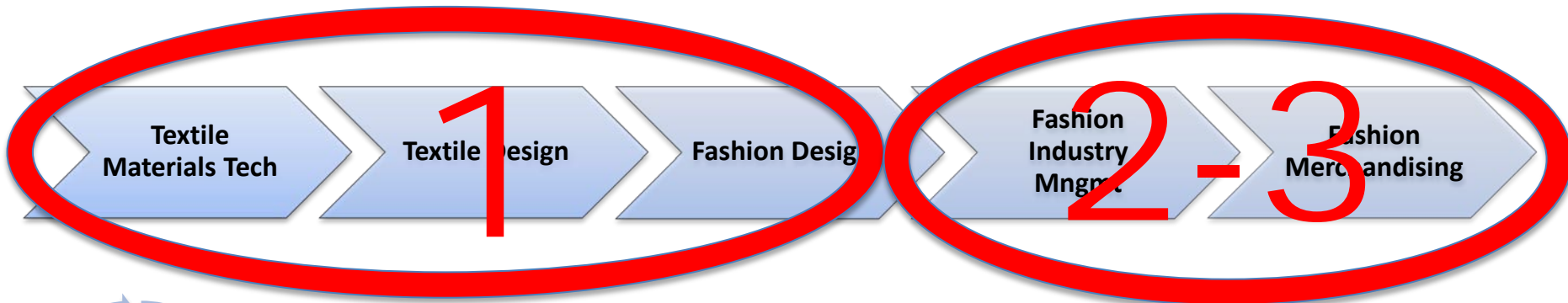
FocusOn

FASHION



*Be part of the
exciting and
dynamic fashion
industry, and
come to the
University that
offers it all.*

Under Grad Fashion Program



Redesigned & Revitalized Survey of Textiles Gateway Course



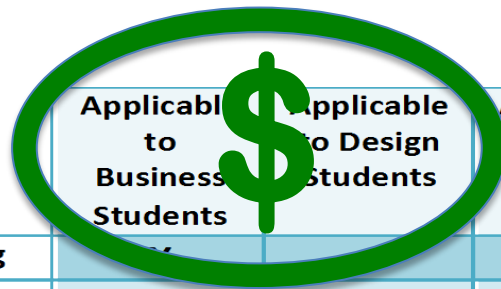
Revitalized Survey of Textiles + 2 Additional Gateway Courses



15+, 3-Course
Credential
Clusters



Credential Clusters Under Consideration



	Applicable to Business Students	Applicable to Design Students	Applicable to Non-Fashion Students
1. Buying and Merchandising			
2. Retail Management	X		
3. Global Fashion Marketing	X		
4. Digital Business Strategies	X		
5. Fashion Communications	X	X	X
6. Fashion Photo Journalism	X	X	X
7. Business for Designers		X	
8. Product Development	X		
9. Sourcing/Supply Chain	X		
10. Fashion Sustainability	X	X	
11. Visual Merchandising	X		
12. Fashion Entrepreneurship	X	X	
13. Experience Design	X	X	
14. Accessory Design	X	X	
15. Interactive/Technology-Based Textiles		X	
16. Technical Design	X	X	
17. Sizing/Ergonomics	X	X	X
18. Performance Gear		X	
19. Interior Textiles		X	
20. Upholstered Furniture	X	X	X
21. Apparel Studies for Non-Design Majors	X		X
22. Visual Fashion Studies	X		X
23. Costume Design		X	

Graduate Fashion Program & Executive Education Opportunities



**Designed to
Rejuvenate the
Stagnant FAS MS**

Goal:

Increase Undergraduate Enrollments by 50%
& Graduate Enrollments by 100%