

PHILAU PARADIGM SHIFT

OLD MESSAGING

SHIFT TO NEW MESSAGING

PROMOTE:
PROSPECTIVE
STUDENTS HEAR:

Programs

Expertise + Area
Capabilities

FACULTY FOCUS ON:
STUDENTS CONSUME

Courses

Experiences +
Outcomes

EMPLOYERS COME TO
PHILAU FOR:
STUDENTS GET:

Jobs

Careers + Networks

MOVE FROM

SELLING PROGRAMS

for students and parents looking to buy

JOB SECURITY

TO

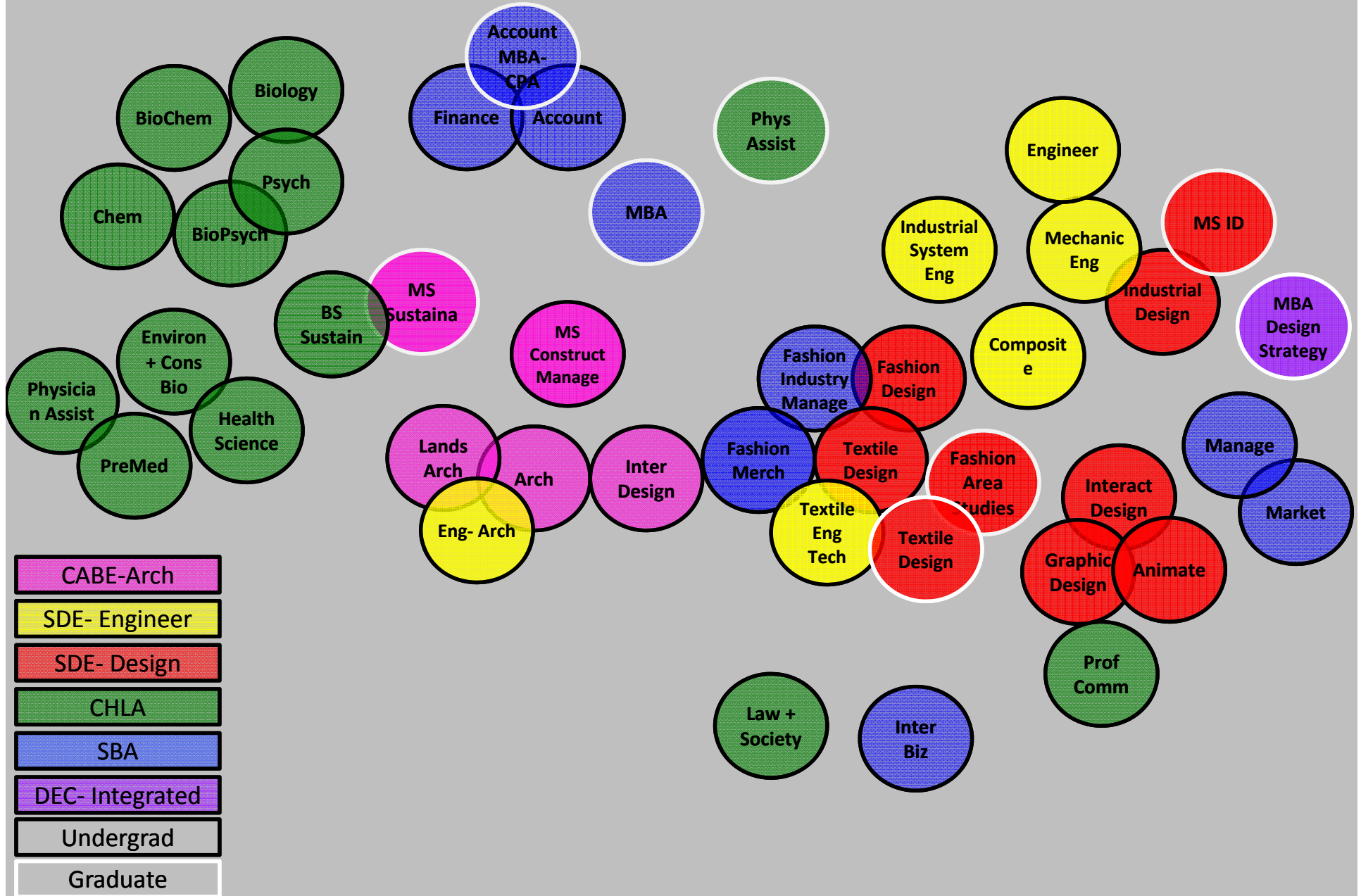
SELLING EXPERTISE AND CAPABILITIES

for parents, students, and employers seeking

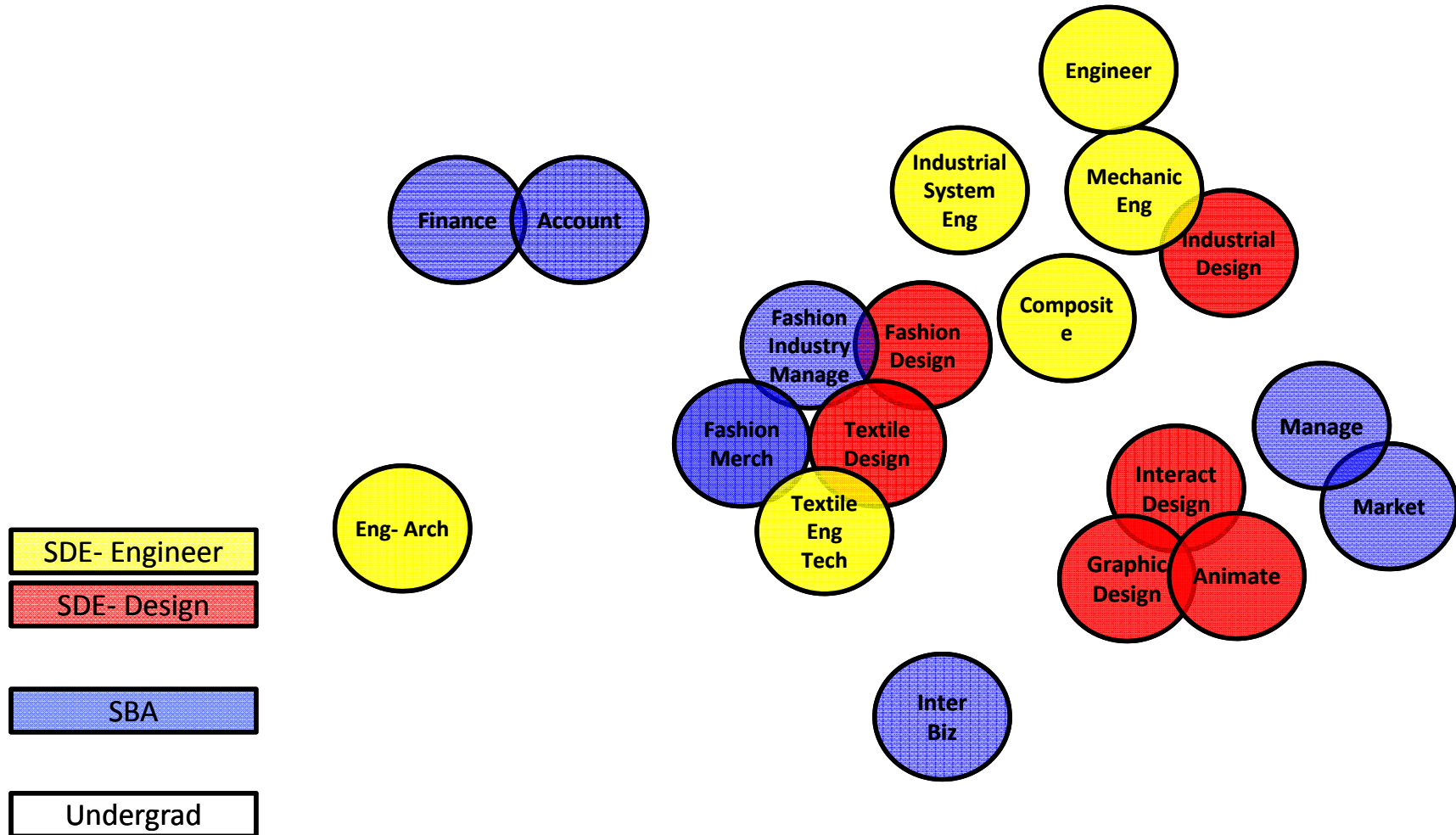
not only jobs but

CAREERS AND NETWORKS

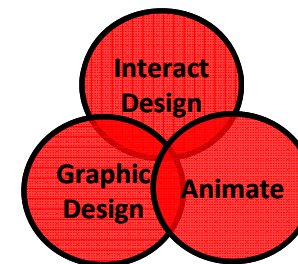
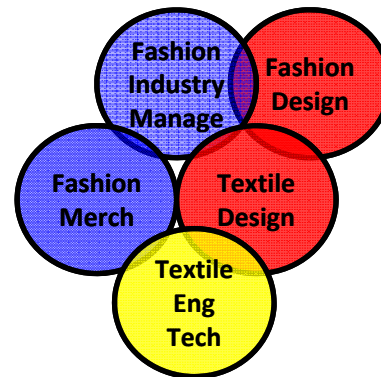
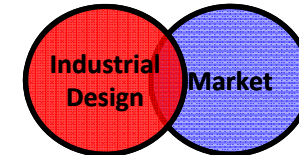
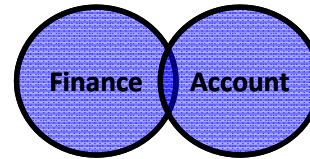
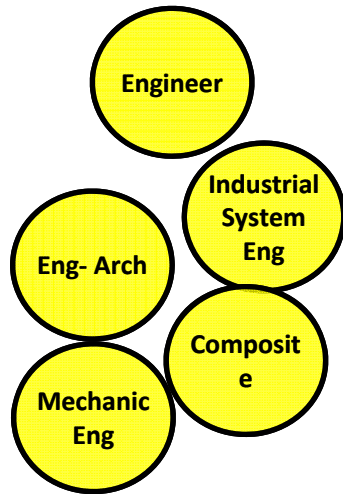
PHILADELPHIA UNIVERSITY- ECOSYSTEM- CAPABILITY CLUSTERS



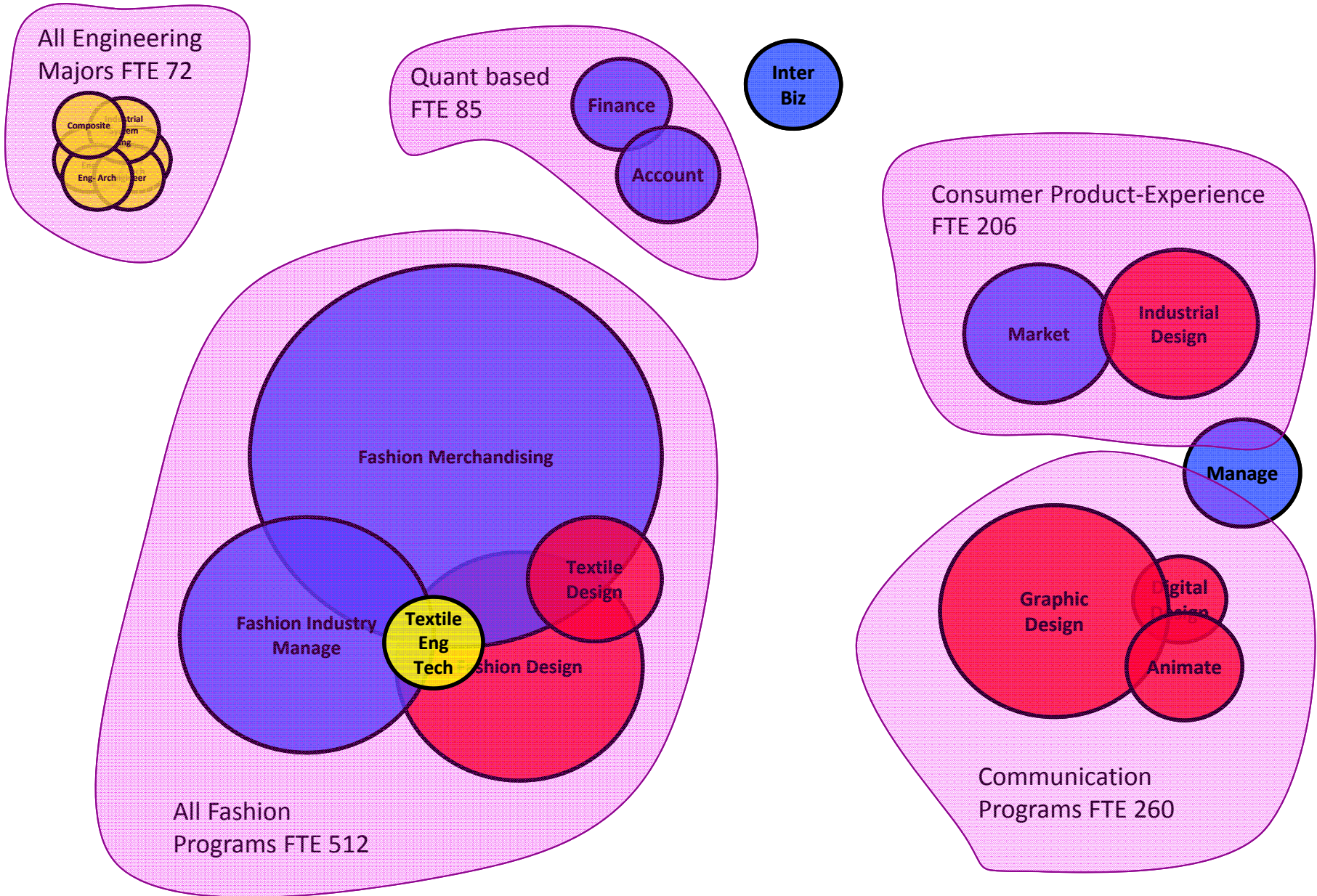
PHILADELPHIA UNIVERSITY- ECOSYSTEM- CAPABILITY CLUSTERS- DEC FOCUS



PHILADELPHIA UNIVERSITY- ECOSYSTEM- CAPABILITY CLUSTERS- DEC FOCUS- CURRENT LINKAGES



PHILADELPHIA UNIVERSITY- ECOSYSTEM- CAPABILITY CLUSTERS- DEC FOCUS- CURRENT LINKAGES- WITH ENROLLMENT ESTIMATES, SCALE, AND FOCUS



PhilaU Fashion Programs

52% of DEC

30 % of PhilaU Undergrad

64% of the SBA

PhilaU Undergrad	2,670
DEC Undergrad	1522
Fashion Programs	784

PHILAU FASHION

Disclosure:

Attached is an effort to visualize our fashion programs as a holistically integrated offering. This is only to conceptualize a view, not to suggest a means or method of marketing, PR, branding, website, etc for PhilaU

CAMPUS NEWS



P&G Global Director on Men's Grooming Business in India

ALUMNI NEWS



PhilaU Alumni named Director of Fashion for W Hotels

Masters of Design
FAST COMPANY

Philadelphia University:
College of Design +
Engineering + Commerce

TOP FOR INNOVATION 2013



Fashion Show 2011

FASHION

PhilaU's legacy in Textiles, dating back over 125 years, is the foundation for our broad fashion offerings that include expertise in fashion theory, design, management, marketing, retail, materials, journalism, and more

materials + textiles

fashion design

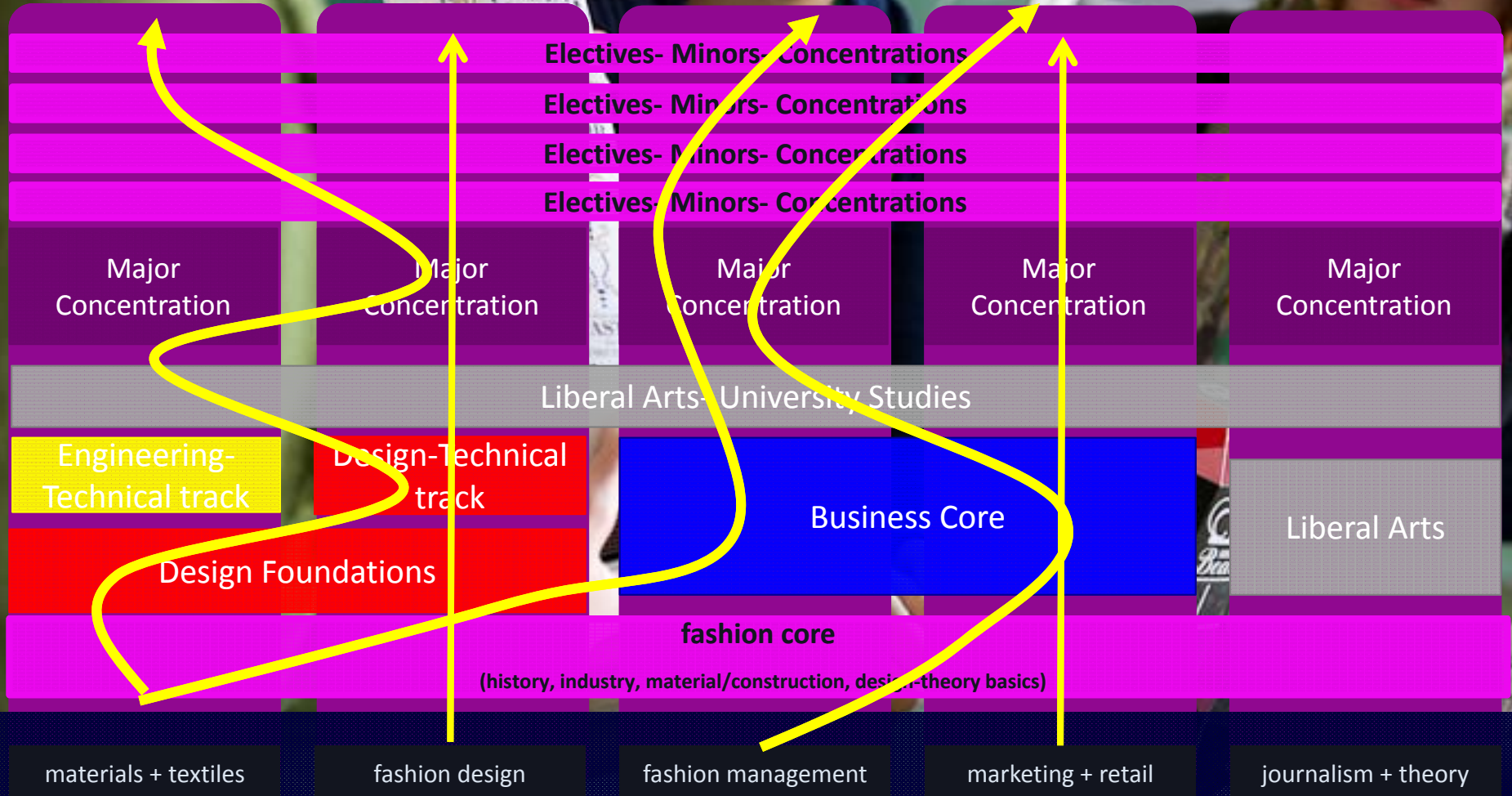
fashion management

marketing + retail

journalism + theory

PHILAU FASHION

APPLY





Fashion Show 2011



small classes, collaborations, real industry projects, design your own major, [learn more](#)

see our classes ▲

employer view ▼

meet our alumni ▼

meet our faculty ▼

ask a student ▼

materials + textiles

fashion design

fashion management

marketing + retail

journalism + theory

PHILAU FASHION

APPLY