

BA (H) INTERNATIONAL FASHION BUSINESS

This one-year top-up course provides students with an international perspective on how the fashion industry works, exploring and investigating fashion buying, brand marketing and promotion, lifestyle and trend prediction. Graduate roles include buying, merchandising, marketing, design, visual merchandising and account management.



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Welcome to our School of Art and Design's 2022 Showcase. As Dean of School, I am proud to present this work to you that evidences the creativity, intelligence, awareness and resilience of our class of 2022. A year where our graduates have faced extraordinary challenges in making their work. I am inspired daily at how our students have responded to these challenges and by depth of work produced. This demonstrates great hope for the future of our creative industries, as our graduates continue to meet these challenges head-on in their generation of new solutions and responses to a shifting global landscape. I wish them well as they start their next chapter and adventures wherever globally that may take them.

Michael Marsden
Executive Dean, School of Art & Design