

## Certificate in Retail Fashion, Branding and Marketing

Edinburgh College

### Venues

Sighthill Campus

### Content

This course is designed to give you the essential knowledge and skills which will enable you to start your journey in the interesting areas of both fashion and retailing. Linking with the London Fashion Retail Academy, this is for people who enjoy being creative and working across many different areas of fashion and retail, looking at trends, using the power of brands and marketing to see just what stimulates people to buy what they do and when they buy it! Looking at colours and seasons, seeing how visual communication and merchandising can make or break a business.

Subjects Include:

Working in Retail; Fashion Retailing; Retail Fashion Industry; Branding and Marketing; Digital Retailing; Planning and Implementing a Retail Event; Maintaining, Storing and Replenishing Stock; Retailing: Satisfying Customer Needs; Retail buying; Fashion merchandising: an introduction.

### Start Date

August

### Qualification

Other

### Study Method

Full time

### Course Length

6 months

### Department

Retail and Events

### Entry Requirements

Relevant subjects at National 4 including English. Interview.

### SCQF Level

5

## SCQF Points

«SCQFPoints»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

«Address»

## Website

www.edinburghcollege.ac.uk