

Fashion Marketing

Behind the success of your favorite fashion brands lies the work of skilled fashion marketing professionals who ensure these brands captivate and engage their target audiences. Fashion marketers must navigate fast-changing consumer preferences and global competition in a digital-first world. This interdisciplinary field combines creativity and strategic thinking with data-driven insights to tackle the unique challenges of the fashion industry including global supply chains, digital transformation, and quickly shifting market trends.

Fashion marketers wear many hats, from analyzing consumer behavior and market trends to crafting digital campaigns and collaborating with influencers. They work across luxury, fast fashion, and sustainable brands, ensuring marketing strategies resonate with diverse audiences while staying ahead of industry shifts. Daily responsibilities include creating marketing plans, managing brand communications, overseeing advertising efforts, and driving consumer engagement through innovative approaches.

By combining the cornerstone courses Fashion Marketing and Branding (offered by the D'Amore-McKim School of Business) and Fashion Retailing (offered by the College of Arts, Media and Design) with flexible, interdisciplinary elective courses, students have the opportunity to gain practical knowledge in areas such as fashion advertising, digital marketing, and project management. The concentration offers experiential learning opportunities such as creating marketing strategies for fashion brands, analyzing case studies, and engaging with industry professionals. Whether aspiring to work for established global brands or fashion startups, this concentration's unique blend of creative and analytical training makes it an ideal choice for students passionate about the intersection of fashion and business.

Note: This concentration is currently only available to former Marymount Manhattan College students who are eligible for continued enrollment at Northeastern University. This concentration includes required courses that will be taught on ground at the Northeastern New York City campus.

Concentration Requirements

Concentration in Fashion Marketing

Note: Students may double count up to one course in another business concentration.

Code	Title	Hours
Required Courses		
MKTG 2801	Fashion Marketing and Branding	4
THTR 2242	Fashion Retailing	4
Business Elective		
Complete one of the following:		4
MGMT 3530	Project Management	
MKTG 3401	Marketing Research	
or MKTG 3402	Gaining Insights from Consumer Data	
MKTG 3720	Brand Management	
MKTG 4420	Sales Management	
MKTG 4504	Advertising and Brand Promotion	
MKTG 4506	Consumer Behavior	
MKTG 4508	Digital Marketing	
MKTG 4512	International Marketing	
SCHM 3301	Global Supply Chain Strategy	
Arts, Media and Design Elective		
Complete one of the following:		4
PREL 1425	Public Relations Principles	
THTR 1230	The Evolution of Fashion and Costume	
THTR 1233	Nineteenth- and Twentieth-Century Fashion in Europe	
THTR 1235	Fashion and Costume Design in Film and Television	
THTR 1236	Introduction to Global Fashion Studies: History, Theory, and Contemporary Practice	
THTR 1237	Introduction to Global Fashion Studies Abroad: History, Theory, and Contemporary Practice	
THTR 1240	Fashion Industry and Trend Forecasting in Europe	
THTR 2380	Costume Design	
THTR 2385	Fashion Construction and Pattern Making	
THTR 3350	Fashion Marketing and Merchandising in Europe	