

**THE FASHION INSTITUTE**

**EST. 2010**

**COURSE  
BROCHURE**

2024 / 2025

**AUSTRALIA'S LEADING  
FASHION COLLEGE  
FOR HIGHER EDUCATION**

# **WELCOME TO THE FASHION INSTITUTE.**



The Fashion Institute is part of The Institute of Creative Arts + Technology, offering undergraduate programs in Fashion Business, Digital Communications and Media.

We are at the forefront of providing current and relevant education, taught by industry leaders in a dynamic and engaging environment; paired with exclusive workplace training opportunities, unlimited industry experience, international exposure and guest speakers sessions and masterclasses with some of the industry's top professionals.

The school of fashion operates an all-inclusive community, where individuals are encouraged to be their true authentic selves and we want our students to feel truly supported in achieving their career goals.



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# BUSINESS

[PUBLIC RELATIONS]



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# Bachelor of BUSINESS

ON-CAMPUS or ONLINE

<b>2 YRS</b> Duration	<b>24</b> No. of units	<b>12 FEB</b> Next intake	<b>\$2500</b> Fees per unit*	<b>100%</b> Fee-Help
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## CAREER PATHWAYS

- + Brand Manager
- + Fashion Publicist
- + eCommerce Manager
- + Retail Manager
- + Fashion Buyer
- + Marketing Manager
- + Fashion Marketing Manager
- + Sales Manager

## YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Academic + Professional Skills	<b>Core</b> Foundations of Marketing	<b>Core</b> Management Fundamentals	<b>Elective 100</b> Fashion Culture + Society
<b>T2</b>	<b>Core</b> Business Research + Insight	<b>Core</b> Enterprise + Innovation 1	<b>Core</b> Intro to Business Accounting	<b>Specialisation 100</b> Intro to Public Relations
[OPTION TO EXIT AFTER T2 WITH A DIPLOMA OF BUSINESS MANAGEMENT - 8 UNITS]				
<b>T3</b>	<b>Core</b> Enterprise + Innovation 2	<b>Core</b> Business Law, Compliance + Governance	<b>Core</b> Digital Business Communications	<b>Core</b> Industry Practice/ Experience 1

## YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Applied Business Finance	<b>Core</b> Int. Business Economics	<b>Elective 200</b> Fashion Planning + Buying	<b>Specialisation 200</b> Public Relations Writing
<b>T2</b>	<b>Core</b> Business Metrics	<b>Core</b> Strategic Management	<b>Core</b> Project Management	<b>Specialisation 300</b> Public Relations Strategy
<b>T3</b>	<b>Core</b> Leadership + Change Management	<b>Core</b> Ethics + Decision Making	<b>Core</b> Business Sustainability + Innovation	<b>Core</b> Industry Practice/ Experience 2

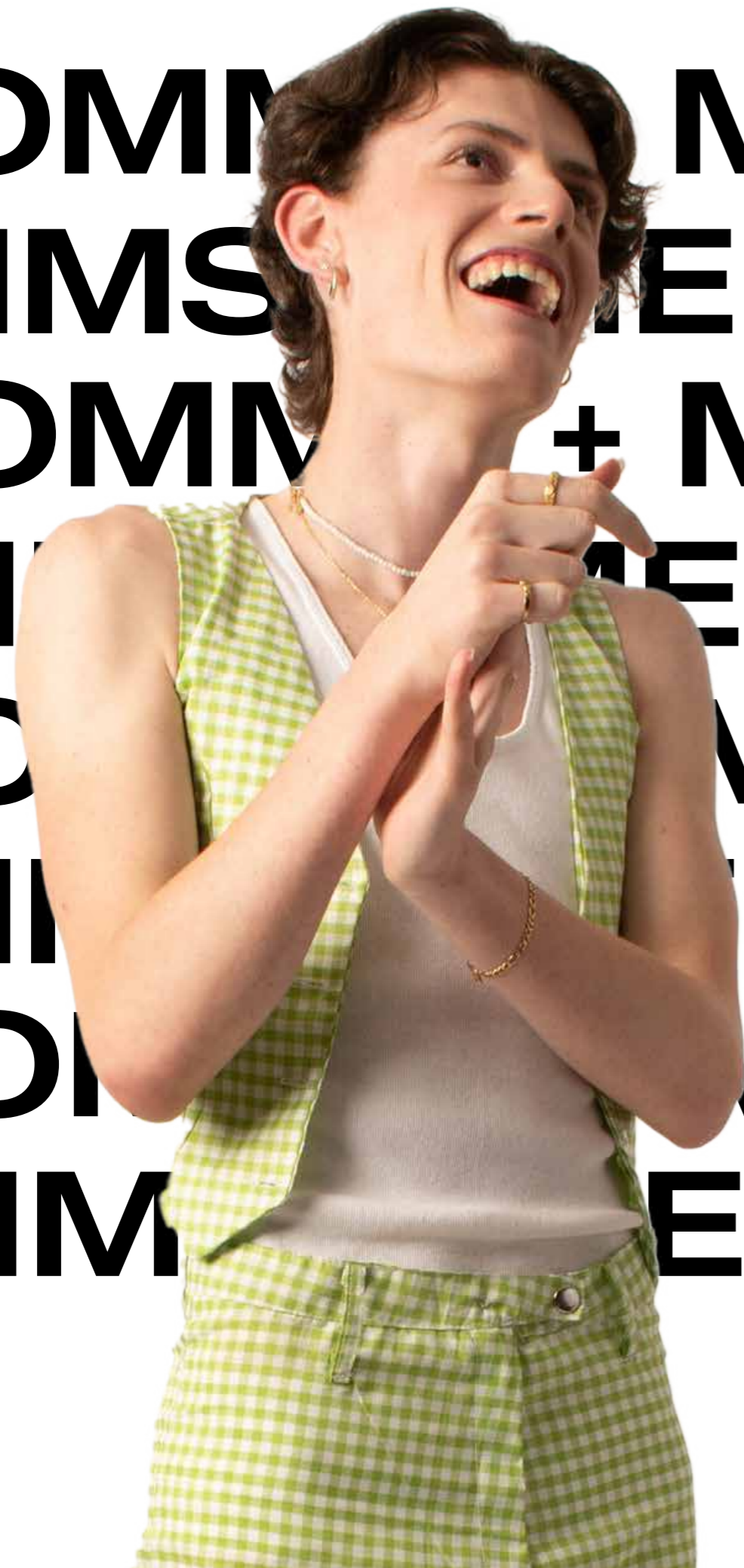
\* ELECTIVES ARE SUBJECT TO CHANGE + RUN BASED ON INTEREST



BACHELOR

**COMMS + MEDIA**

COMMUNICATIONS + MEDIA  
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Bachelor of  
**COMMUNICATIONS + MEDIA**

ON-CAMPUS or ONLINE

<b>2 YRS</b> Duration	<b>24</b> No. of units	<b>25 SEP</b> Next intake	<b>\$2500</b> Fees per unit*	<b>100%</b> Fee-Help
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**CAREER PATHWAYS**

- + Communications Specialist
- + Media Relations Manager
- + Content Creator
- + Social Media Manager
- + Public Relations Manager
- + Digital Marketing Manager
- + Brand Strategist
- + Fashion Stylist

**YEAR 1**

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Academic + Professional Skills	<b>Core</b> Intro to Communications + Media	<b>Core</b> Intro to the Creative Process	<b>Core</b> Foundations of Marketing
<b>T2</b>	<b>Core</b> Intro to Public Relations	<b>Core</b> Intro to Business Psychology	<b>Core</b> Content Creation	<b>Elective 100</b> Fashion Culture + Society
<b>T3</b>	<b>Core</b> Copywriting + Media Comms	<b>Core</b> Media Landscape	<b>Core</b> Business Research + Insight	<b>Elective 100</b> Styling + Creative Direction

**YEAR 2**

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Industry Practice/ Experience 1	<b>Core</b> Brand Experience	<b>Core</b> The Marketing Plan	<b>Elective 200</b> Fashion Planning + Buying
<b>T2</b>	<b>Core</b> Multiplatform Writing	<b>Core</b> Social + Digital Media Strategy	<b>Elective 200</b> Event Management	<b>Elective 300</b> Content Strategy
<b>T3</b>	<b>Core</b> Industry Practice/ Experience 2	<b>Core</b> Strategic Media Planning	<b>Core</b> Major Project	<b>Elective 300</b> Fashion + Lifestyle Writing

\* ELECTIVES ARE SUBJECT TO CHANGE + RUN BASED ON INTEREST





DIPLOMA

# **DIGITAL + SOCIAL MEDIA MARKETING**



Diploma of  
**DIGITAL + SOCIAL  
MEDIA MARKETING**

ONLINE | SELF-PACED

<b>18 MONTHS</b> Duration	<b>8</b> No. of units	<b>12 FEB</b> Next intake	<b>\$1250</b> Fees per unit*	<b>100%</b> Fee-Help
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**CAREER PATHWAYS**

- + Digital Marketing Specialist
- + Social Media Coordinator
- + Content Strategist
- + Fashion Marketing Manager
- + Influencer Marketing Coordinator
- + Online Brand Manager
- + Content Creator

	UNIT 1	UNIT 2
<b>T1</b>	<b>Core</b> Intro to Digital + Social Media Marketing	<b>Core</b> Foundations of Marketing
	UNIT 3	UNIT 4
<b>T2</b>	<b>Core</b> Intro to Digital Design	<b>Core</b> Intro to Creative Process
	UNIT 5	UNIT 6
<b>T3</b>	<b>Core</b> Intro to Written Communications	<b>Core</b> Intro to Digital Strategy
	UNIT 7	UNIT 8
<b>T4</b>	<b>Core</b> Content Creation	<b>Elective</b> Digital Photography

**4**  
**TRIMESTERS**





EXTRA-CURRICULAR

# INDUSTRY

EXPERIENCE

# INDUSTRY PARTNERS

**+** The Fashion Institute places students into internships with over 600 of Australia's premier fashion labels, companies, magazines and media.

## SOME OF OUR INDUSTRY PARTNERS INCLUDE:

AAFN afterpay®  
AUSTRALIAN  
FASHION WEEK

afterpay®

GIORGIO ARMANI

BEC + BRIDGE

CAMILLA AND MARC

carla zampatti

Cartier

DIDDY LEE

DIOR

DAVID JONES

FENDI  
ROMA

General Pants Co.

H&M

THE ICONIC

IMG

Glue.  
STORE

LOUIS VUITTON

MANNINGCARTELL

ModelCo

mcmp®

mode sportif.

MYER

NAC  
MEDIA

Oyster

RUSSH

SEAFOLLY  
AUSTRALIA

TJX

UNI  
QLO

VOGUE

ZARA





# INTERNSHIP EXPERIENCE

Through our Workplace Training Program, The Fashion Institute provides a pathway for students to gain hands on experience within the industry. This program paves the way for students to develop invaluable skills, which will open the doors to a fulfilling career in fashion.

All students of The Fashion Institute become part of our exclusive workplace training program and our dedicated Careers Team tailor each program to suit individual aspirations and career goals. This close collaboration ensures placements that are relevant to each student's unique interests and talents.

We offer opportunities Australia wide and students are able to use their logged hours of Industry Experience as credit towards their studies.

The Fashion Institute has a reputation for consistently providing our internship partners with high calibre candidates and providing our student's tailored work placement opportunities.

Our Careers Manager is available to provide support on writing cover letters, building resumes or preparing for interviews to help you succeed in the industry.

In addition, The Fashion Institute provides current and graduated students access to our internship and job opportunities database through our careers log-in page and extends invitations to our Industry Guest Speaker sessions and Networking Events.



# EVENT EXPERIENCE

All students have access to unlimited event experience and volunteering opportunities throughout the year, from designers' warehouse sales to industry black tie events, and on-set collection shoots.

Volunteering is a great way for you to build your industry experience and network with like-minded professionals.

## FASHION WEEK

Each year TFI students are encouraged to volunteer at Australia's main fashion weeks including Sydney, Melbourne and Brisbane.

These experiences provide students the opportunity to gain hands-on industry experience by assisting on the shows of loved & celebrated Australian designers and labels.

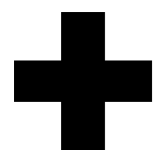
## INTERNATIONAL WORKPLACE TRAINING PROGRAM

Over the past eight years, The Fashion Institute has curated extraordinary experiences for students through our annual New York Fashion Week program. Excitingly, in 2023, we expanded our horizons by introducing London Fashion Week to our renowned International Program.

This initiative provides students with a unique chance to actively participate in some of the world's premier international fashion shows and engage in valuable internships with esteemed designers. This exposure immerses them in the dynamic and ever-evolving international fashion landscape.



**APPLY**



# HOW TO APPLY

## 01 **STEP 1 - INTERVIEW**

Attend a campus tour, phone appointment or Open Day.

[Book here.](#)

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## 02 **STEP 2 - APPLY**

Complete the [application form](#).

From here our admissions team will be in touch within 3-5 business days.

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## 03 **STEP 3 - LETTER OF OFFER**

Successful students will receive a Letter of Offer and a Student Acceptance Agreement which outlines the contractual arrangements and confirms the course of enrolment, duration; campus location; course-related fees and policies.

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## 04 **STEP 4 - ACCEPTANCE**

Formally accept your offered place by completing, signing and returning the Agreement Acceptance Declaration in the Letter of Offer and finalise your funding.

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## 05 **STEP 5 - ORIENTATION**

All students will be required to attend an Orientation the week before classes commence. Invitations will be sent out as part of your Welcome Pack.

## GET IN TOUCH

P (02) 9698 9919  
E [fashion@icat.edu.au](mailto:fashion@icat.edu.au)

[www.thefashioninstitute.com.au](http://www.thefashioninstitute.com.au)

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Chippendale NSW 2008

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#### COMPLIANCE:

The Education Services for Overseas Students (ESOS) Act 2000 sets out the legal framework governing the delivery of education to overseas students studying in Australia on a student visa. ICAT, in providing education services to overseas students, complies with the ESOS Framework and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code). A description of the ESOS Framework can be found at: [education.gov.au/esos-framework](http://education.gov.au/esos-framework)

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