

Professional Diploma in Fashion Business & Marketing, Athens

At OTE Academy, January 2020

Fashion Industry & Ecosystem

The impact of fashion evolution on marketing, business models and the industry

Date	Time	Location	Type	Lesson	Instructor
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Fashion Style Positioning

How to decide your fashion brand's, label's and collections positioning

Date	Time	Location	Type	Lesson	Instructor
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Sourcing Fashion Products

How to find, negotiate and import brands or collections for your fashion retail business

Date	Time	Location	Type	Lesson	Instructor
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Producing Fashion Products

How to source materials, outsource to professionals and manage your production process efficiently

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Fashion Cost & Pricing

How to analyze the cost of your products or collections and form a pricing strategy

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Fashion Wholesale Distribution & Sales

How to distribute your products through international distributors & wholesalers

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Fashion Retail & Online Distribution & Sales

How to place and merchandise your products through your shops or e-shop

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Fashion Branding

How to create, establish, register and manage an awesome fashion brand

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Fashion Market

How decide your market, target audience and face competition

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Fashion Audiovisual Content

How to create & produce the necessary photos & videos for your promotional activities

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Fashion Public Relations, Events & Shows

How to reach your audience and generate awareness or customers using below the line promotion channels

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Fashion Media Promotion & Advertising

How to reach your audience and generate awareness or customers using traditional media ads

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Fashion Digital & Social Media Marketing & Advertising

How to reach your online audience and generate awareness, visitors or customers using online promotion channels

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Fashion Marketing Strategy & Budget

Form a marketing strategy, plan and budget for all you marketing promotion channels.

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Fashion Business Management

How to establish, register & operate your fashion company

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Fashion Business Plan

Connect the dots and form a complete business plan for your own fashion label.

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Fashion Exams & Graduation

Students participate in online exams to validate their knowledge & understanding and graduate

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