**Department of Textiles and Clothing, Fu Jen Catholic University**

**Courses taught in English for undergraduates**

**Fashion Retailing (BS)**

Understanding of overall fashion retailing management. Development of an excellent working knowledge of retailing concept, terminology, tools and analyses.

**Special Topics in Fashion Consumption (BS)**

Understanding of overall fashion consumption. Development of an excellent working knowledge of consumer behavior vocabulary, terminology, and concept.

**Personal Image Design (Total Look Coordination & Styling Skills) (BS)**

Training students to possess the professional level skills of total look styling. Assisting students to possess the ability of self-appearance management. Developing and inspiring students to widen their potentials and highlight their personal interests, also their occupational orientations.

**Fashion Buying (BS)**

Understanding of overall fashion buying management. Development of an excellent working knowledge of buying concept, terminology, tools and analyses.

**Consumer Psychology in Fashion (BS)**

Understanding of overall consumer behavior. Development of an excellent working knowledge of consumer behavior vocabulary, terminology, and concept.

**Fashion Internet Marketing (BS)**

Concepts and theories of Internet marketing. Practice and skills of Internet marketing. The operation and management in internet marketing. Cultivate and develop plan and application ability in internet marketing.

**Courses taught in English for Graduate Students, open to qualified undergraduates**

**Popular Culture and Consumer Behavior (MS)**

Understanding of overall consumer behavior. Development of an excellent working knowledge of consumer behavior vocabulary, terminology, and concept.

**Fashion Buying and Retailing (MS)**

Understanding of overall fashion buying and retailing management. Development of an excellent working knowledge of buying and retailing concept, terminology, tools and analyses.

**Global Fashion Management (MS)**

The course is designed to help students familiar with the global fashion business and to have a solid understanding of the major decision areas under strategic management responsibility. This course is aimed to provide students knowledge that a fashion business manager needs to face no matter in conceptual strategic, tactical, technical or in administrative disciplines. Thus, by the end of this course, the students would have been fully-understood the theory, concepts and techniques, and would have developed skills by using various analytical frameworks to implement such techniques to come out with an effective fashion business management strategy.

**Asian Textiles and Clothing (MS)**

Course Aims – Academic and Practical
• To develop visual skills through the direct examination of objects.
• To put material objects in their cultural context.
• To develop research skills using primary and secondary sources.
• To develop a sound visual method for analyzing and documenting works of art.
• To develop writing and communication skills: to formulate and structure an
academic viewpoint and to use visual analysis to support and document this argument.

**Design, Consumer and Culture (MS)**

Course Objectives:

1. To clarify key concepts and their inter-relationships including culture, consumption, consumer society, art and design, beauty, taste, dress and change.
2. To learn about related theories and issues for a better understanding of the meaning, role and significance of fashion in our world today.
3. To observe, reflect upon, and critically analyze aspects of local and global trends and issues in the textiles and fashion-related world from a cultural and sustainable development perspective.
4. To engage students to realize the significance of culture and the influential role of decision-makers in the fashion world (designers, producers, distributors, advertisers/ promoters, retailers, consumers, educators and media), so as to increase their sense of mission based on a new 21st century conception of the meaning of ‘development’ and ‘success’ calling for a “whole new mind-set”).
5. To strengthen students’ English language ability and course-related professional terminology).
6. To promote cooperative and inter-active learning.

**Brand Retail Management (MS)**

Insight and understanding into global brands retail management strategy via critical roles of product, marketing, customer management, retail operations and back office functions.

**The Social-Psychology and Aesthetics of Fashion (MS)**

Concepts and theories of aesthetics, sociology, psychology, semiotics, and communication that provide potential frameworks for research of fashion and appearance. Conceptual frameworks and applications of social-psychology and aesthetics in fashion and appearance research. Discussion of related researches and current issues.

**English Master Program in Brand and Fashion Management (BFM)**

**Courses for Graduate students, open to exchange undergraduates**

**Aesthetic** **Marketing (MS )**

Aesthetic concepts and theories in Chinese and Western cultures. Understanding of aesthetics and its application to human appearance, apparel products and environments for the consumer, branding and fashion management.

**(More courses to be added.)**

**Fashion History—Chinese art**

**Knitting**

**Styling**