



FASHION MEDIA

Bachelor of Science
In-Person/Online

Fashion Media is all about creating content to engage audiences—and includes focuses like writing for new media, layout and creative direction, photography and video, and more. This major is for students who are eager to learn how to become professional storytellers, helping not just to shape the global conversation around fashion and business, but to lead it. Through this program, students take on creative projects—including video production, magazine creation, and more—that parallel what professionals in the field are doing.

"I honestly credit LIM with a lot of what I know now. All of my courses really helped me become a better writer. I was also lucky enough to intern at Nylon magazine one of my semesters. The internship experiences are amazing."

SABRINA TALBERT, CLASS OF 2020

Editorial Assistant, Women's Health magazine

READY TO GET STARTED? CONTACT US:

LIM College | 216 East 45th Street, New York, NY 10017
(212) 752-1530 | (800) 677-1322 | limcollege.edu



SAMPLE COURSES

- New Media
- Global Media and Communication
- Integrated Marketing Communications
- Introduction to Film
- Digital Photography and Imaging
- Video Production and Editing

SAMPLE CAREER FIELDS

- Editorial
- Creative Direction
- Content Marketing
- Journalism and Publishing
- Public Relations and Advertising
- Social Media

LEARN BY DOING

Fashion Media students have completed internships at companies such as:

- AMC
- The Daily Front Row
- Harper's Bazaar
- Marie Claire
- Paramount Media Networks
- Refinery29



FASHION MANAGEMENT AND LEADERSHIP

Bachelor of Business Administration

In-Person/Online

Great businesses need great leaders.

This major is designed to provide students with the tools to be successful managers and executives within fashion companies. Students will be introduced to management strategies and learn how to lead in diverse organizations. Specific skills students in this major will develop include negotiation, ensuring corporate social responsibility, professional presentation, working in hybrid environments, and more.

"This bachelor's degree is unique to the educational landscape, as it combines key topics in the fashion and lifestyle industries with leadership skills. LIM College is the only college to offer a BBA combining fashion management techniques with a perspective on leadership skills."

MICHAEL P. LONDRIGAN
Business Department Chair

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SAMPLE COURSES

- Entrepreneurship
- Fashion Retail Management
- Negotiation
- Managing Financial Information
- Inclusive Leadership
- Organizational Behavior

SAMPLE CAREER FIELDS

- Human Resources
- Supply Chain Management
- Sales Management
- Materials Planning
- Retail Management
- Product Development

LEARN BY DOING

LIM students have completed internships at companies that include:

- Christian Louboutin
- Coach
- John Varvatos Enterprises
- Kleinfeld Bridal
- Lululemon
- Max Mara USA
- Michael Kors
- Nike



FASHION MERCHANDISING

**Bachelor of Business Administration, Bachelor
of Professional Studies, Associate Degrees**
In-Person/Online

With a degree in Fashion Merchandising, you can pursue a career in nearly any aspect of the fashion business. This major is your window into the entirety of this vast industry, including product development, buying, styling, sustainability, event planning, and more. You'll build a foundation through basic business courses and take classes that focus on real-world applications in developing and selling products and services. You'll become a well-rounded professional who understands what consumers want and how to deliver it.

"I found the Fashion Merchandising curriculum so helpful. The professors have first-hand experience in the fashion industry and an abundance of knowledge that gave me insights I'll use throughout my career."

LINDSAY O'REAR, CLASS OF 2014
Ecommerce Analyst, Canada Goose

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SAMPLE COURSES

- Digital Tools for Fashion Presentations
- Fabric for Fashion
- Merchandising Concepts and Practices
- Product Development and Merchandising
- Product Lifecycle Management
- Retailing
- Sustainability and the Future of Fashion

SAMPLE CAREER FIELDS

- Forecasting and Trend Prediction
- Product Development
- Event Planning and Activation
- Digital Merchandising
- Buying and Planning
- Sustainability
- Corporate Social Responsibility
- Styling and Creative Direction

LEARN BY DOING

Fashion Merchandising majors have completed internships at companies such as:

- Bloomingdale's
- Free People
- Giorgio Armani
- Gucci
- Louis Vuitton
- Macy's
- Michael Kors
- Prada
- Ross Stores
- Tiffany & Co.



FASHION MARKETING

Bachelor of Business Administration

In-Person/Online

Fashion Marketing is about creating a relationship with consumers. Thanks to developments like social media and data analytics, there are more opportunities than ever before to help brands connect with their customers. In this major, you'll learn how to use modern tools and technologies to gain customer insight and drive strategic growth.

"I like how universal my Marketing major was. I can use my degree across a variety of industries as well as several avenues within fashion."

MICHAEL MACKO, CLASS OF 2020

Public Relations Specialist, Alexander McQueen

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SAMPLE COURSES

- Fashion Marketing & Communications
- Fashion Branding
- Consumer Behavior
- Marketing Insights & Research
- Marketing Analytics
- Digital Marketing
- Global Markets

SAMPLE CAREER FIELDS

- Brand Management
- Digital & Social Media Marketing
- Public Relations
- Growth Marketing
- Marketing Research/Analytics

LEARN BY DOING

Fashion Marketing majors have completed internships at companies such as:

- Cartier
- Chanel
- Christian Siriano
- Coach
- Fendi
- LaQuan Smith
- Milk Makeup
- Prada
- Saks Fifth Avenue



VISUAL STUDIES

Bachelor of Business Administration In-Person

Are you a creative and visual learner? Enjoy working in a hands-on studio setting or with digital technology? As a Visual Studies major, you'll explore the power of the image and its critical role in fashion and various creative industries. In addition to courses in core business principles, you'll dive into areas of study such as visual communication, digital design, visual merchandising, and digital photography, where, through studio experience, you'll develop visual, creative, and technology skills.

"We're preparing students not only with a visual skill set, but also for the business world... Most studio programs don't teach important business skills like LIM does and that's what makes it stand out."

LAUREL LUEDERS
Visual Studies Chair

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SAMPLE COURSES

- Color and Design
- Digital Photography and Imaging
- Creative Direction and Styling in Visual Presentation
- Student Run Concept Shop: Visual Experience
- 3D Digital Design

SAMPLE CAREER FIELDS

- Art & Creative Direction
- Visual Merchandising & Display
- Digital Design & Visual Content Creation for Social Media
- Styling and Visual Planning for Events
- Exhibition/Installation Design
- Photo Styling & Prop/Set Design
- Interior Concepts & 3D Design

LEARN BY DOING

Visual Studies students have completed internships at companies such as:

- Chanel
- Giorgio Armani
- IKEA
- Kate Spade
- Macy's
- The Metropolitan Museum of Art
- Nike, Inc.
- Steve Madden



THE BUSINESS OF FASHION

Bachelor of Business Administration

In-Person/Online

If you already have an associate degree, or are transferring in with at least 60 credits, pursuing a BBA in the Business of Fashion provides a more affordable option to streamline your education and earn a bachelor's degree in two years or less. Whether your goal is to launch your own fashion line or work for an established brand, you'll graduate with the essential business knowledge and skills you need to succeed.

"My major, Business of Fashion, involves a perfect combination of creative and business classes." ... "Before I applied, I'd also heard about how this school has a lot of connections in the industry, and now I can confirm this!"

ELEONORA SKOMOROVSKAYA, CLASS OF 2024

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SAMPLE COURSES

- Introduction to the Fashion Business
- Merchandising Concepts and Practices
- Product Development and Merchandising
- Digital Tools for Fashion Presentations
- Product Lifecycle Management
- Retailing
- Accounting
- Data Analysis

SAMPLE CAREER FIELDS

- Buying and Planning
- Entrepreneurship
- Public Relations
- Trend Forecasting
- Product Development
- Corporate Social Responsibility

LEARN BY DOING

Business of Fashion majors have completed internships at companies such as:

- Bloomingdale's
- Christian Louboutin
- Converse
- Hermès
- Nike
- SONY Music Entertainment

A FEW PLACES WHERE OUR UNDERGRADUATE ALUMNI WORK

Bloomingdale's	Neiman Marcus Group
Burberry	Nike
Christian Dior Couture	Rag & Bone
Christian Louboutin	Ralph Lauren
Coach	Ross Stores
Edie Parker	Saks Fifth Avenue
Fenty	Spotify
Giorgio Armani	Todd Snyder
Hasbro	Tommy Hilfiger
Laura Mercier	Ulta Beauty
Madison Square Garden Entertainment	Under Armour
Michael Kors	Wayfair
Microsoft	Who What Wear



96%

OF THE CLASS OF
2022 WERE WORKING
THE BUSINESS
OF FASHION AND
LIFESTYLE OR
CONTINUING THEIR
EDUCATION WITHIN
6 MONTHS OF
GRADUATION.

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