

Core
共同核心

Life-Style
生活型態

Innovation
創新

Brand Management
品牌管理

TERM 1
一上

Thesis Development I
論文實作專題(一)

Contemporary Trends
and Creativity
當代時尚與創意

Fashion Industrial Fields
Study
時尚田野調查

Luxury brand practice
精品品牌操作專題
Fashion Public Relations and

TERM 2
一下

Thesis Development II
論文實作專題(二)

Lifestyle Fashion and
Aesthetics
生活時尚與美學
Fashion consumer
psychology
時尚消費心理專題

Electronic Commerce
電子商務

Brand Management
品牌管理

Digi Marketing
數位行銷

TERM 3
二上

The Practice of Brand
and Management
Lead by Workshop
品牌操作專題工作坊

Internship
專業實習

MA Program in Brand and Fashion Management
品牌與時尚經營管理碩士學位學程

TERM 4
二下

Thesis
論文

※畢業學分數：24+4學分
※Graduate Credits: 24 (Elective) + 4 (Required)