


ISTITUTO
MARANGONI
MIAMI



ONE-YEAR INTENSIVE IN FASHION BUSINESS

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

786-622-0193 

miami@immiami.edu 

immiami.edu 

ADMISSIONS GUIDANCE
ACADEMIC YEAR 2026/27

PROGRAM DESCRIPTION

The One-Year Program in Fashion Business is designed for individuals interested in the dynamic world of fashion entrepreneurship and management. Students will gain a solid foundation in business principles specific to the fashion industry, including marketing, branding, merchandising, retail operations, and trend analysis. This program equips students with the essential skills to navigate the business side of the fashion world successfully while also providing them with the opportunity to engage in practical exercises involving real-life case studies, thus effectively preparing them for real-world business challenges.

PROGRAM SPECIFICS

CREDENTIAL

Diploma

MODALITY

On Campus

START DATES

January | April | July | October

DURATION

12 months

COURSE LOAD

Full Time

TUITION AND FEES PER LEVEL

\$13,050 | \$11,050 | \$11,050 | \$11,450

CREDITS

Non-Credit Program

INTERNATIONAL STUDENTS

M1 Visa

STEP-BY-STEP GUIDE: HOW TO APPLY

- 1** Explore Programs immiami.edu/all-programs
- 2** Schedule a Meeting immiami.edu/appointment
- 3** Submit Your Application immiami.edu/apply
- 4** Submit Registration Documents
- 5** Application Review and Enrollment

REGISTRATION DOCUMENTS

Vocational Programs

- Online Application (Fee \$100)
- Enrollment Deposit: \$1,000 USD
- Valid ID
- Resume

International Students

- Bank Statement
- Sponsor Letter
- English Test
- International Processing Fee: \$1,000 USD

PROGRAM CURRICULUM

LEVEL 1
Visual Merchandising
Trend Forecasting
Fashion Marketing
Introduction to Fashion
History of Dress
Digital Design I Photoshop

LEVEL 3
Fashion Branding
E-Commerce & Digital Marketing
Financial Management
Creative Research & Business Research
Industry Project
Product Development

LEVEL 2
Principles of Business II
Production 360
Social Media
Fashion Buying
Fashion Communication
Digital Design II Illustrator

LEVEL 3
Green Marketing
Visual Merchandising
International Consumer Behavior
Public Relations and Event Planning
Luxury Business & Client Experience
Final Project - Your Business Plan