

# Bachelor of Fashion Design with Marketing (Hons)

N/214/6/0225(MQA/PA15201)02/27



## Delivery Mode: Conventional

Duration of Study:  
**3 Years (Full-Time)**  
**6 Years (Part-Time)**

## Intakes

- January, May and September

## Academic Schedule

- January : 14 weeks\*
- May : 14 weeks\*
- September : 14 weeks\*

\*Inclusive of exam period.

## Explore the World of Fashion and Design Your Own Clothing Line

The Bachelor of Fashion Design with Marketing (Hons) programme is tailored for developing skills in fashion design and fabrication. It offers an exceptional standard of broad-based knowledge to develop creative awareness, entrepreneurial mindset and advanced understanding of the fashion and textile industry.

## Career Prospects

- Assistant Designer
- Fashion Design Artist
- Textile Design Artist
- Graphic Design Artist
- Display Artist
- Fashion Illustrator
- Stylist-Production Assistant
- Dye-Matching Assistant
- Pattern Engineer / Cutter
- Assistant Purchasing Manager
- Sewing Lab Technician
- Fashion Journalist
- Fashion Buyer
- Sample Machinist
- Beadwork Artist

## Areas of Knowledge

### Drawing & Design Fundamentals

The basic drawing and design skills needed for all design students which consists of application of various art media / techniques.

### Fashion Illustration

The art of communicating fashion ideas in a visual form that originates with illustration, drawing and painting and also known as fashion sketching.

### Surface Design & Embellishment

The knowledge and skills in material handling or understanding, textile studies together with design techniques, manipulation and handwork embroidery.

### Fashion Design Project

Provides exposure in garment-making projects which consists of pre-production, production and post-production of every final product for runway project.

### Fashion Marketing & Entrepreneurship

Both basic and advanced understanding of Marketing; the connections and association to fashion design. It enables students to prepare themselves as Fashion Designers cum Entrepreneurs- and flourish in the local creative industry.



**Interested in this course?**  
We are more than happy to share.  
Email us or give us a call.

Tel : +603 7627 7200  
WhatsApp : +011 1051 2825  
Email : enquiries@unitar.my



myUNITAR



UNITARofficial



myunitar



UNITAROfficial



myunitar



UNITAR Official: UNITARofficial  
AskKakNelly @UNITAR:AskKakNelly



askkaknelly\_unitar

## Did You Know?

### 100% COURSEWORK-BASED

Course assessment primarily revolves around assignments rather than examinations.

*\*Fear Exams? Worry not, as the majority of the programme's courses are fully coursework-based*

*\*Substantially project-based, hands-on training, with assigned clients to produce comprehensive industry-standard products*

### AFFORDABLE FEES

Comparatively affordable to other institutions.

### REWARDING CAREER

Upon graduation, students will be able to explore Fashion in depth.

- Listed as the Top 10 skills of 2025, opens many doors with huge job opportunities

*\*Internship, lifelong learning and business incubators for aspiring arts and design entrepreneurs*

### ACADEMICIANS: INDUSTRY-TRAINED LECTURERS

Strong line of academicians with:

- More than 10 years of experience in fashion / textile design & higher education industry (worked with JAKEL, Dato' Siti Nurhaliza & AKEMI)
- Member of Malaysian Design Council (MRM)
- Member of Malaysia Board of Technologists (MBOT)
- MQA Certified in Outcome-Based Education (OBE) syllabus / content approach; that are constructively aligned and student-centered with needed skills

### MICRO-CREDENTIAL (MC) PROGRAMME

A wide range of MC Programmes (Certificates) can be credit transferred into this full academic programme

### FACILITIES AND PROGRAMME RESOURCES

- Good range of common student facilities compared to other institutions offering similar programmes
- State-of-the-art facilities - brand new facilities to cater to student's needs during their studies

### OTHERS

- The students will be introduced to its art and design cycles which consists of drawing, sewing technical and material science via 'real-world classrooms', hands-on exercises and industrial equipment as well as Web 2.0 applications
- Industry based learning experiences

## Why UNITAR?

### 5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

### AFFORDABILITY

PTPTN, ZAKAT, EPF and various financial aid available.

### UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

## Entry Requirements

A pass in STPM with a minimum of Grade C (GP 2.00) in any two (2) subjects, or its equivalent;

OR

A pass in STAM with a minimum grade of Jayyid or its equivalent;

OR



unitar.my

UNITAR International University (DU004-B)  
Tierra Crest, Jalan SS6/3, Kelana Jaya,  
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

Matriculation / Foundation / Pre-University with a minimum CGPA of 2.00 or its equivalent;

OR

A Diploma (Level 4, MQF) with a minimum CGPA of 2.00;

OR

Pass Diploma Kemahiran Malaysia (DKM)/ Diploma Lanjutan Kemahiran Malaysia (DLKM)/ Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 in relevant field subject to the approval of the Senate\*;

OR

Pass DKM/ DLKM/ DVM with at least CGPA 2.00 AND have at least two (2) years of work experience in the relevant field;

OR

Any other equivalent qualifications recognised by the Malaysian Government.

AND

Pass an interview OR submission of student's portfolio determined by HEP

## International Students

1. Minimum score of 5.0 for IELTS OR

2. MUET Band 3 OR its equivalent

## Local Students

Exempted from University English Courses:

1. Distinction in SPM / SPMV English

2. MUET Band 4, 5 and 6

3. A Pass in English Course at a previous institution

Required to take English Preparatory 2:

1. Credit in SPM / SPMV English

2. MUET Band 1, 2 and 3

Required to take both English Preparatory 1 and 2:

1. No credit in SPM / SPMV English

## Programme Core Modules

- Fundamentals of Drawing
- Design Fundamental
- Fashion History
- Introduction to Textiles
- Fashion Figure Drawing
- Pattern Drafting
- CAD for Fashion & Textiles
- Pattern Manipulation
- Fashion Illustration
- Fashion Design: Idea Realisation
- Fundamentals of Fashion Draping
- Advanced Fashion Draping
- Fashion Trends and Forecast
- Surface and Textile Design
- Menswear
- Fashion Accessories and Embellishment Techniques
- Final Year Project: Research & Development
- Fashion Event Management
- Final Year Project: Design Production & Portfolio Presentation
- Industry Work Placement

## Minor Courses:

- Introduction to Fashion Marketing
- Principle of Marketing
- Marketing Management
- Consumer Behaviour
- Social Media for Fashion Marketing
- Visual Merchandising
- Product & Brand Management
- Service Marketing
- Integrated Marketing Communication

## University Core Modules:

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Design Thinking
- Entrepreneurship
- Recreational Event Planning

## English Core Modules

- English for Academic Purpose

## Get ahead in the Fashion industry.

100% project-based with hands-on training.

Fully-equipped with the state-of-the-art facilities.

Learn from experts and hone diverse set of creative skills.