



時 尚 經 營 系

Fashion Business & Merchandising



時 經 | FASHION BUSINESS & MERCHANDISING

服裝設計者 | 廖國宏

培育目標

本系以培養具國際觀、時尚敏銳度、品牌創造力及資訊運用能力之時尚經營專業人才為目標。

系所特色

本系以「時尚品牌經營」及「行銷展演規劃」為主軸。特聘多位具留學經驗或國內名校之專業師資，透過教授流行趨勢、時尚品牌、時尚展演、時尚行銷等課程，為學生培養國際觀、時尚敏銳度及品牌創造力，為國內技職體系極具魅力與符合潮流的時尚產業科系。

未來就業與職涯發展

畢業生職涯發展方向，包括：

- 時尚採購專員
- 百貨樓層主管
- 行銷企劃師
- 品牌總監
- 藝術總監
- 時尚營運總監

The department cultivates professionals with international perspective, fashion sense, creative branding concept and ability for utilization of informatics for business practical of the fashion industry.

The department is centered at fashion branding management as well as exhibition and runway planning. Most of Professors of this department have experiences in studying abroad and cultivate students exhibiting international perspective, fashion sense and capability for branding creativity by learning lectures regarding fashion tendency, branding, exhibition and marketing. Above characteristics making us become industrial department with great charm and tendency in fashion industry.

Developmental direction for graduate career includes：

- Fashion Buyer
- Department store Supervisor and Marketer
- Merchandiser
- Brand Director
- Art Director
- Fashion Operation Director



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