



**#1**  
**U.S. city for business, finance, and fashion**

---

**3,600+**  
**student population across all campuses**

---

**420+**  
**International students**

---

**49**  
**countries represented by Berkeley students**



**Berkeley College offers proven, career-focused programs that help students prepare for the global professional world.**

Our main campus is in the heart of New York City, a worldwide center for business, finance, fashion, and more. Students can take advantage of many educational and cultural opportunities in “the city that never sleeps.”

**Living and studying in New York City is a great experience** with a short-term study option at Berkeley College. You will earn college credits for each course without having to commit to a complete degree program.

**Your credits may allow you to:**

- Continue on toward a degree at Berkeley College
- Transfer your credits to another college

**While studying at Berkeley College you can experience...**

**School organized activities**

- Museums
- United Nations tour
- Federal Reserve tour
- Professional sporting events
- Boat cruise around NYC
- Holiday get-togethers
- Student mixers
- And more!

**The diverse and cultural history of NYC's five boroughs**

- Manhattan
- Queens
- Brooklyn
- Bronx
- Staten Island

**Travel throughout the region**

- Niagara Falls
- Boston
- Washington D.C.
- Other parts of the U.S.
- Canada
- Mexico & the Caribbean

**Program Start Dates**

- September 5, 2023
- January 2, 2024
- April 22, 2024

**Tuition**

- Tuition each semester .....\$13,450
- Administrative fee per semester .....\$400
- Technology fee per semester .....\$450

**Scholarships available!**

## Program and Course Options

You can choose your courses (based on eligibility) or enroll in these specially designed semester-based options:  
Not all courses are available every semester.

### Marketing Communications Courses

#### Digital and Social Media Marketing

Explores current and emerging forms of digital and social media and how to leverage them to build brands and engage customers.

#### Branding

Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

#### International Marketing

Topics include techniques for entering and leveraging international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

#### Consumer Behavior

Provides students with a comprehensive treatment of brands, brand equity, and brand management. This course includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

#### International Business

Explores the diverse environment, management concerns, financial issues, and marketing questions faced by international business organizations.

### International Business Courses

#### International Business

Explores the diverse environment, management concerns, financial issues, and marketing questions faced by international business organizations.

#### International Management

Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad.

#### International Trade and Economic Analysis

Examines various international trade theories, policies, practices, and current controversies regarding national trade policies. Also explores international economic analysis and the influences of the World Trade Organization and international trade agreements on government and corporate trade practices.

#### International Marketing

Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

#### Negotiations and Diplomacy

A special topics simulation course.

### Fashion Merchandising and Management Courses

#### Fashion Product Knowledge

Provides an overview of the buying, merchandising, and marketing of all accessory classifications, including footwear, handbags, small leather, luggage, belts, hosiery, scarves, ties, handkerchiefs, headwear, hair accessories, wigs, gloves, umbrellas, eyewear, fine jewelry, costume jewelry, and watches. This course also explores the world of home furnishings. Classifications include tableware, bedding, furniture, and giftware with a focus on consumer behavior, needs, technology, marketing, and sales.

#### Fashion Forecasting

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

#### Fashion Textiles for Apparel and Home

Provides a comprehensive overview of the textiles industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings. Additionally, students learn the principles of sustainability as they relate to textile development, manufacturing and reuse.

#### Product Development

Provides an overview of how color, fiber and style trends are determined, researched, and analyzed to develop fashion products appropriate to a brand's unique selling proposition and target market. Students examine the product development process, learn product lifecycle management fundamentals, develop a cohesive fashion product line, and apply business and marketing strategies to achieve profitability.

#### Sustainability in Fashion

This course introduces students to the concept of sustainability and its relationship with fashion. Students will examine the environmental impact of the textiles industry, issues concerning workers' rights and the economics of a sustainable global fashion industry. In addition, the implications of "fast fashion" will be reviewed as students analyze how sustainability issues are being communicated to the public and how consumer attitudes can impact a fashion brand. This course will include class discussions, research assignments and industry field trips.

#### Fashion Public Relations and Event Planning

This course provides an overview of fashion public relations. Students learn skills and techniques to develop and present a fashion brand and collection to a target audience, with a focus on media communications, advertising, and sponsorship.

#### Visual Merchandising

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

Please send all inquiries to:

**Berkeley College International Department**  
12 East 41st Street, 5th Floor  
New York, NY 10017  
United States of America

Tel: +1-212-687-3730

Email: [International@BerkeleyCollege.edu](mailto:International@BerkeleyCollege.edu)

[BerkeleyCollege.edu/International](http://BerkeleyCollege.edu/International)



[BerkeleyCollegeInternationals](https://www.facebook.com/BerkeleyCollegeInternationals)



Your **potential** is our **promise**.®

[BerkeleyCollege.edu/International](http://BerkeleyCollege.edu/International) • [International@BerkeleyCollege.edu](mailto:International@BerkeleyCollege.edu)

Berkeley College reserves the right to add, discontinue, or modify its programs and policies at any time. Modifications subsequent to the original publication of this document may not be reflected here. For up-to-date and detailed information, please visit [BerkeleyCollege.edu](http://BerkeleyCollege.edu) and view our catalogs at [BerkeleyCollege.edu/publications](http://BerkeleyCollege.edu/publications).