

# FASHION STUDIES

Explore fashion as a global cultural, social, and creative force. Fashion Studies at Franklin blends history, communication, management, and visual arts to help you understand and shape the fashion world of today and tomorrow.



**LUGANO, SWITZERLAND**



**FRANKLIN  
SWITZERLAND**

U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

## BACHELOR'S STRUCTURE

### THE BACHELOR OF ARTS AND BACHELOR OF SCIENCE DEGREES REQUIRE A MINIMUM OF 120 CREDIT HOURS

The Fashion Studies major offers an interdisciplinary approach, integrating courses from Art History, Communication, Management, and Visual Arts. Students study fashion as a complex cultural phenomenon, examining its history, design processes, technology, and sociological impact. With opportunities to focus on design, media, branding, or management, the program develops both critical insight and practical skills in areas such as product management, marketing, trend research, and brand strategy, preparing students for diverse careers in the global fashion industry or to continue their education in graduate programs.

#### CORE REQUIREMENTS

**66**  
CREDITS

Academic Travel  
(12 credits)  
Academic Writing  
(12 credits)  
First Year Seminar  
(3 credits)  
Global Responsibility  
(18 credits)  
Modern Language  
(15 credits)  
Quantitative Literacy  
(6 credits)

#### MAJOR REQUIREMENTS

**42**  
CREDITS

Foundation Courses  
(12 credits)  
Required Courses  
(6 credits)  
Major Electives  
(21 credits)  
Capstone Requirement  
(3 credits)

#### ELECTIVES

**12**  
CREDITS

In order to meet the minimum requirements of 120 credits, you will need to add elective courses

**LEARN MORE**

AND DISCOVER THE COURSE LIST

## GET TO KNOW OUR FACULTY



### SATOMI SUGIYAMA

Professor and Program  
Director, Communication  
and Media Studies



### NOEL ALBERT

Associate Professor,  
Marketing



### NELLO BARILE

Adjunct Professor,  
Communication  
and Media Studies



### JOHANNA FASSL

Professor, Art History  
and Visual Communication



**ALESSANDRO  
MARTINISI**

Assistant Professor,  
Media and Communication  
Studies



**MARIO SCHULTZ**

Assistant Professor,  
International Management

## ACADEMIC TRAVEL

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### EXPERIENCE THE PLACES YOU STUDY

Academic Travel courses allow students to learn beyond the classroom by exploring real-world environments alongside knowledgeable and passionate professors, turning travel destinations into immersive, living classrooms.

### EXPLORE SOME MAJOR-RELATED ACADEMIC TRAVELS

#### **AHT 222T DESIGN STUDIES - SINGAPORE AND MALAYSIA**

Examine the histories and meanings behind iconic designs from architecture to fashion, and discover how objects become cultural symbols. Develop your own design prototype through a creative, interdisciplinary design-thinking process.

#### **AHT 285T TECHNOLOGY IN ART, VISUAL COMMUNICATION, AND FASHION – ITALY**

Explore how art, technology, and creativity intersect at the Venice Biennale and across the city's museums and studios. Investigate the evolving relationship between humans and machines in artistic production and design.

#### **COM 230T COMMUNICATION, FASHION, AND THE FORMATION OF TASTE – ITALY**

Discover how media and culture influence what we value, wear, and consume. Study the role of communication in shaping personal and collective taste through immersive experiences in Italy.

#### **VCA 120T DOCUMENTARY AND STREET PHOTOGRAPHY ON LOCATION – GERMANY**

Explore the art, history, and semiotics of documentary and street photography through readings and studio projects. Apply your skills in Munich, Bavaria, and Austria by creating a photo project inspired by your surroundings.



**LEARN MORE**

ABOUT ACADEMIC TRAVEL  
AND EXPLORE OUR COURSES



## TUITION AND FEES

The cost of attendance at Franklin University for a first-year undergraduate student or transfer student has two main factors.

**DIRECT COSTS\***: Tuition, housing, meals and health insurance.

**INDIRECT COSTS**: Books, materials, travel, and personal expenses.

\*Some special conditions apply to students from partner institutions.

Please contact [admissions@fus.edu](mailto:admissions@fus.edu) for details.

### SWISS/EU/EEA TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in Swiss Francs (CHF) for

**Swiss citizens or nationals of an EU/EEA member state.**

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 22,650	+ CHF 2,150	= CHF 24,800
Second Semester	CHF 22,150	+ CHF 2,150	= CHF 24,300

### US/CANADA TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in US dollars (USD) for

**US citizens or permanent residents and to Canadian citizens**

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	\$35,105	+ \$2,700	= \$37,805
Second Semester	\$34,555	+ \$2,700	= \$37,255

### INTERNATIONAL TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in Swiss Francs (CHF) for students who are **not citizens of Switzerland, the US, or an EU country.**

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 36,435	+ CHF 2,650	= CHF 39,085
Second Semester	CHF 35,935	+ CHF 2,650	= CHF 38,585

## FOR FURTHER DETAILS

Visit [www.fus.edu/admissions-and-aid/tuition](http://www.fus.edu/admissions-and-aid/tuition)

## WHY CHOOSE FRANKLIN?



**Dual Accreditation**  
US (MSCHE)  
& Swiss (AAQ)



**Residential Campus**  
8 Residence Halls



**350+** Students  
**55+** Countries  
**8K+** Alumni Community



**Academic Travel**  
Once a Semester for  
Experiential Learning



**19** Majors  
**1** Master  
(Master of Arts in Sustainability  
and Transformation)



**WURI Ranking 2025**  
24<sup>th</sup> for Innovation  
19<sup>th</sup> for Ethics and Integrity  
17<sup>th</sup> for ESG Trend



**10:1**  
Student to  
Faculty Ratio



**75%** of Franklin graduates  
obtain full-time employment  
within 6 months after graduation.

## 3-YEAR OPTION

This major is also offered as a 3-year accelerated bachelor's degree, designed for students with specific high school academic credentials who are admitted to Franklin with advanced standing credit, equivalent to 30 US credits. This option grants students a jump start on their introductory level University courses.

## HOW TO APPLY

- 1 Online Application**  
Apply online through our [website](#) or [Common App](#).
- 2 Academic Transcripts**  
Submit your official high school transcripts.
- 3 Personal Statement**  
Share what motivates you, the experiences that have shaped you, and the goals you hope to achieve.
- 4 Recommendation Letter**  
Provide one letter from individuals who can speak to your academic strengths and/or extracurricular involvement.
- 5 English Proficiency (if required)**  
If your studies were not in English, submit a TOEFL, IELTS, or equivalent scores.
- 6 Interview**  
A conversation for us to learn more about your ambitions, interest, and what drives you—so we can help design a path for your success at Franklin.
- 7 WELCOME TO FRANKLIN**

## HAVE QUESTIONS?

Write to our counselors at [admissions@fus.edu](mailto:admissions@fus.edu) or visit [www.fus.edu](http://www.fus.edu)