

FASHION STUDIES

Explore fashion as a global cultural, social, and creative force. Fashion Studies at Franklin combines 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

MAJOR OVERVIEW

The Fashion Studies major takes an interdisciplinary approach, combining courses from Art History and Visual Culture, Communication and Media Studies, International Management, Comparative Literary and Cultural Studies, and Visual Communication Arts and Studio Art. Students examine fashion as a complex cultural phenomenon through its history, design processes, technological innovations, sociological dimensions, and communicative power. Students can tailor their studies to their interests in design, media, branding, or management while developing critical insight and practical skills in areas such as product management, branding, marketing, communication management, and trend research. The program prepares graduates for careers across fashion and related fields, as well as for advanced academic study in fashion studies and related disciplines.

YOUR DEGREE

A 120-CREDIT DEGREE DESIGNED AROUND YOUR INTERESTS

To earn a Bachelor's degree at Franklin, students must complete 120 credits across university-wide core requirements, major requirements, and elective courses. The curriculum combines a shared liberal arts foundation with specialized study in your chosen major, giving you both breadth and depth throughout your undergraduate experience.

CORE REQUIREMENTS

Courses and academic experiences shared by all Franklin students, designed to build essential skills and knowledge across disciplines.

MAJOR REQUIREMENTS

Courses specific to your chosen major, including foundational, required, and elective courses within the discipline

INTERDISCIPLINARY ELECTIVES

Courses selected from across Franklin's curriculum to explore additional interests and complement your major.

Shared by all Franklin students

66 CREDITS

CORE REQUIREMENTS	WHAT IT DEVELOPS
First-Year Seminar, 3 credits	Introduces students to Franklin's liberal arts approach and develops critical thinking, academic research, and communication skills.
Academic Travel, 12 credits	Connects classroom learning with experiential study across different cultural and geographic contexts.
Academic Writing, 12 credits	Develops written and oral communication skills for academic and professional contexts.
Global Responsibility, 18 credits	Examines intercultural competencies, international engagement, and social responsibility.
Modern Language, 15 credits	Builds language skills and cultural literacy, with a focus on Swiss languages.
Quantitative Literacy, 6 credits	Develops the ability to interpret, analyze, and communicate numerical information and data.

Please note: in some cases, courses may fulfill both a Core Requirement and a Major Requirement.

FASHION STUDIES REQUIREMENTS — 42 CREDITS

FOUNDATION COURSES — 12 credits

AHT 103	Introduction to Art Histories, Ecologies, Industries II: High Renaissance to Contemporary Art
BUS 135	International Business
COM 105	Introduction to Communication and Media Studies in the Global Context
FAS 100	Introduction to Fashion Studies

REQUIRED COURSES — 6 credits

Two of the following

AHT 270	Theories and Methods of Art Histories, Ecologies, Industries
BUS 256	Market Research Methods
COM 203	Communication Research Methods

MAJOR ELECTIVES — 21 credits

Seven of the following

AHT 216	Introduction to the History of Photography
AHT 219	Art of Curating
AHT 222T	Design Studies
AHT 285T	Technology in Art, Visual Communication, and Fashion
AHT 320	Anthropologies of Art
BUS 136	Marketing in a Global Context
BUS 251	Sustainable Luxury Management
BUS 274	Brand Management
BUS 385	Consumer Behavior in International Marketing
COM 201	Fundamentals of Media Studies and Criticism
COM 230T	Communication, Fashion, and the Formation of Taste (Italy)
COM 235T	Pizza, Spaghetti and Other Stories: Food Journalism and Culture
COM 243	Principles of Strategic Communication
COM 295	Media Consumption, Fashion, and Identity
COM 311	Strategic Communication and Public Relations
COM 314	Digital Journalism in a Global Context
COM 330	The Digital Innovation and Media Strategies for a New Consumer Culture
STA 200	Computer Graphics in Advertising
STA 211	Intermediate Drawing

STA 300	Computer Graphics in Advertising, Advanced
STA 311	Advanced Drawing
VCA 120T	Documentary and Street Photography on Location: Munich
VCA 200	Creative Publishing
VCA 212	Design Thinking for Academic and Entrepreneurial Minds

CAPSTONE REQUIREMENT — 3 credits

One of the following

FAS 495	Senior Project in Fashion Studies
FAS 497	Fashion Studies Internship

*The remaining credits required to complete the degree are fulfilled through **interdisciplinary electives,** allowing students to explore courses across Franklin's academic offerings.*

CLICK HERE TO **LEARN MORE** ABOUT THE MAJOR

3-YEAR OPTION

This major is also available as a three-year accelerated bachelor's degree for students who qualify for advanced standing based on their high school academic credentials. Students admitted with 30 U.S. credits of advanced standing receive a head start on their university studies, allowing them to complete their degree in three years.

GET TO KNOW OUR FACULTY



SATOMI SUGIYAMA
Professor and Program Director, Communication and Media Studies



JOHANNA FASSL
Professor, Art History and Visual Communication



NOEL ALBERT
Associate Professor, Marketing



MARIO SCHULTZ
Assistant Professor, International Management



ALESSANDRO MARTINISI
Assistant Professor, Media and Communication Studies



NELLO BARILE
Adjunct Professor, Communication and Media Studies

ACADEMIC TRAVEL

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.

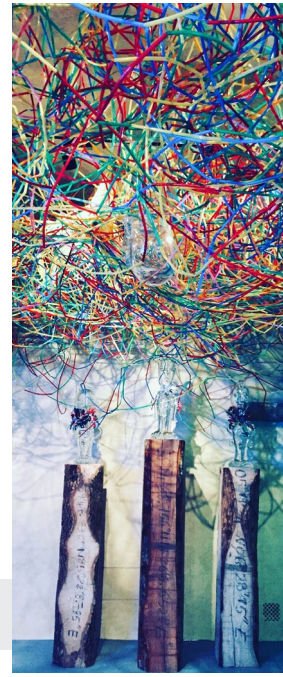
EXPLORE SOME MAJOR-RELATED ACADEMIC TRAVELS



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

WHY CHOOSE FRANKLIN?

Dual Accreditation
United States (MSCHE) & Switzerland (Swiss Accreditation Council)

Residential Campus
with 6 residence halls

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

Academic Travel
once a Semester for Experiential Learning

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

Language
Programs fully taught in English

Small Class Sizes
with 16 students on average; 10:1 student-to-faculty ratio

Career-Ready Graduates
75% of Franklin students secure full-time employment within 6 months of graduating; 95% within 12 months.



HOW TO APPLY

1. **Online Application**
   Apply online through our **website** or **Common App.**
2. **Academic Transcripts**
   Submit at least 3 years of 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**
   The recommendation letter can come from a teacher, counselor, or other staff member who is well acquainted with your academic profile.
5. **English Proficiency (if required)**
   If your studies were not in English, submit a TOEFL, IELTS, or Duolingo.
6. **WELCOME TO FRANKLIN**

HAVE QUESTIONS?

Write to our counselors at **admissions@fus.edu** or visit **www.fus.edu**