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# Bachelor of Arts in **FASHION MARKETING MANAGEMENT**

Starting from October 2024 at NABA Milan  
Campus, in Italian and in English languages

INTERNATIONAL ACADEMY  
OF ART & DESIGN

**NABA**

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NUOVA ACCADEMIA  
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MILAN | ROME



## Bachelor of Arts in **FASHION MARKETING MANAGEMENT**

The BA\* aims to train professional figures capable of managing the multidisciplinary complexities of the Fashion System, connecting the ideation and development phase of the product to marketing, communication, and distribution strategies.

The students will have the opportunity to gain the cultural, design, and technical competencies related to the fashion product, to develop brand identity and brand vision projects in line with new market demands, digital marketing evolution, and creative entrepreneur models, and to explore new approaches and scenarios.

\*Under approval for A.Y. 2024/25.



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Admissions Information  
T +39 02 97372106 E [int.info@naba.it](mailto:int.info@naba.it)