

AMU's Professional Fashion Degree signs a partnership agreement with the professional training agency AGEFOS PME PACA

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Aix-Marseille
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Signature de la convention AGEFOS

PME PACA et la LP MODE d'AMU

Jean-Marc Suzanne, is Director of Studies for the Professional Degree in « Managing and developing fashion products » at AMU, a course which was created in collaboration with the MMM. Sophie Baron is a part-time lecturer in Fashion Marketing and Distribution Strategy on the degree course, she is also on the Boards of the MMM and the professional training agency AGEFOS PME PACA. Together they have reinforced and formalised their existing relationships with AGEFOS PME PACA by entering into a partnership agreement.

The 'analysis and case study' element of this agreement is important. It allows AGEFOS to propose to its members with trade management problems, solutions provided by the students themselves, who will then have the opportunity put them into practice in a professional environment.

The boutiques 'Seven's' have found this project attractive and, in the near future, will be asking students to analyse their existing and merchandising and communications strategies. This project will be under the joint responsibility of a Lecturer in Marketing at AMU, and the boutiques' Communications Manager.

This agreement reinforces the position of the Professional Fashion Degree, which, each year, increases its number of professionalisation contracts, in response to the employment needs in the fashion sector.

