



## Junior Product Manager STF – Start HS2027

### Pflichtmodule

| Tag/Uhrzeit             | Semester 1 |                             | Semester 2 |                             |
|-------------------------|------------|-----------------------------|------------|-----------------------------|
|                         | Q1         | Q2                          | Q1         | Q2                          |
| Dienstag<br>08.50-12.10 |            | Marketing in Consumer Goods |            | Product Management          |
| Dienstag<br>13.10-16.30 |            | From Fibre to Fabric        |            | Theory to Practice Transfer |

### Empfohlene Wahlmodule

|                         |                  |                                                             |                                                                                   |            |
|-------------------------|------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------|------------|
| Montag<br>17.30-20.50   |                  | Garment Manufacturing & Drawing                             |                                                                                   |            |
|                         |                  | Personal Branding<br><i>(Durchführung teilweise online)</i> |                                                                                   |            |
| Dienstag<br>08.50-12.10 |                  |                                                             | Textile Chain                                                                     |            |
| Dienstag<br>13.10-16.30 |                  |                                                             | Design Basics                                                                     |            |
| Dienstag<br>17.30-20.50 | Fabric Knowledge | Curated Marketing<br><i>(Durchführung teilweise online)</i> | Social Media in the Creative Industries<br><i>(Durchführung teilweise online)</i> | Purchasing |

