



## アメリカ・ニューヨーク 2019-2020

### Berkeley College バークレーカレッジ

ニューヨーク・ファッションビジネス学位取得留学



ニューヨーク Berkeley College でファッションビジネス学位取得！  
ニューヨークで海外就職を目指す方に最適なカレッジ

株式会社キャリアエクスチェンジ [www.career-ex.com](http://www.career-ex.com)

〒104-0061 東京都中央区銀座3-11-3 LEAGUE303

電話：03-6278-8750 FAX:03-6264-1578 E-mail：info@career-ex.com

# NY バークレーカレッジ ファッションビジネス学位

学費・ビザ・滞在費用	2年間	全30週間（レナート12週+バークレー18週）		追記
	ファッション専攻 2年制学位AAS取得	レナート週20英語レッスン12週間受講→ ファッション専攻1学期受講		
学校申込金	\$50	\$155	\$50	
設備費	\$3,400	\$69	\$850	
授業料	\$49,600	\$4,392	\$12,400	
滞在先手配費	—	\$95	—	
滞在費 ホームステイ個室・朝食付	—	\$4,200	—	
学生ビザ申請費	\$510	\$510	—	SEVIS費含む
<b>小計US\$</b>	<b>\$53,560</b>	<b>\$9,421</b>	<b>\$13,300</b>	
<b>①小計 日本円</b>	<b>¥5,891,600</b>	<b>¥1,036,310</b>	<b>¥1,463,000</b>	<b>レート\$ = 110</b>
渡航前にかかる費用	2年間	全30週間（レナート12週+LIM18週）		追記
プログラム手配費	¥88,000	¥0	¥0	
海外通信送金費	¥11,000	¥11,000	—	
ビザ申請サポート	¥35,000	¥35,000	—	3ヶ月以上はビザ必須
往復航空券（目安）	¥120,000	¥120,000	—	
海外留学生保険料	¥446,240	¥126,340		最安値プラン
<b>② 小計 日本円</b>	<b>¥700,240</b>	<b>¥292,340</b>	<b>¥0</b>	
③ 渡航後にかかる費用	2年間	12週間	18週間	追記
シェアアパート滞在費	\$16,800	—	\$2,800	目安 月\$ 700
現地生活・交通費	\$16,800	\$2,100	\$2,800	目安 月\$ 700
<b>③ 小計 US\$</b>	<b>\$33,600</b>	<b>\$2,100</b>	<b>\$5,600</b>	
<b>全体的な留学費用概算は、上記①+②+③の合計を目安としてください</b>				

【ご注意事項】 上記はあくまでも概算です。最新の学校料金・キャンペーン情報はキャリアエクスチェンジまでお問い合わせください。

こちらの留学プランに興味がある方は・・・

まずはご相談！  
電話・来社での  
無料カウンセリング

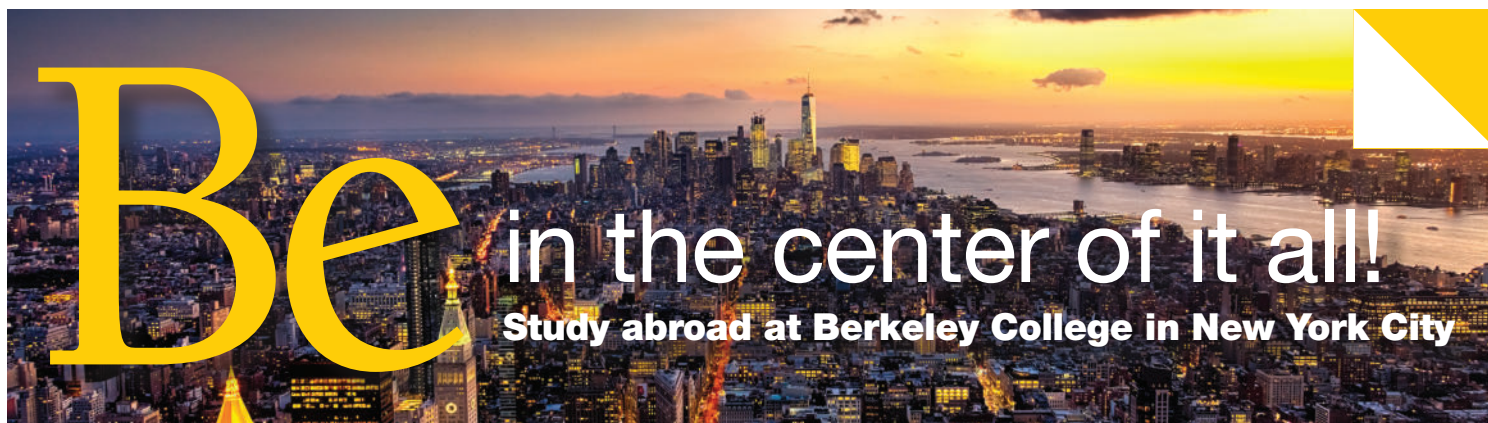
お見積作成依頼は  
お気軽にお申付け  
ください。

プランが決定したら  
留学開始の  
3ヶ月前を目安に  
当社へお申込ください

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# #1

U.S. city for business, finance, and fashion

# 7,000+\*

student population across all campuses

# 350+\*

International students

# 50+

countries represented by Berkeley students



**Berkeley College offers proven, career-focused programs that help students prepare for the global professional world.**

Our main campus is in the heart of New York City, a worldwide center for business, finance, fashion, and more. Students can take advantage of many educational and cultural opportunities in “the city that never sleeps.”

**Living and studying in New York City is a great experience** with a short-term study option at Berkeley College. You will earn college credits for each course without having to commit to a complete degree program.

**Your credits may allow you to:**

- Continue on toward a degree at Berkeley College
- Transfer your credits to another college

**While studying at Berkeley College you can experience...**

#### School organized activities

- Museums
- United Nations Tour
- Federal Reserve Tour
- Professional Sporting Events
- Boat Cruise around NYC
- Holiday Get-Togethers
- Student Mixers
- And more!

#### The diverse and cultural history of NYC's five boroughs

- Manhattan
- Queens
- Brooklyn
- Bronx
- Staten Island

#### Travel throughout the region

- Niagara Falls
- Boston
- Washington D.C.
- Other parts of the U.S.
- Canada
- Mexico & the Caribbean

#### Program Start Dates

- September 3, 2019
- January 6, 2020
- April 27, 2020

#### Tuition

- Tuition each semester .....\$12,400
- Administrative fee per semester .....\$400
- Technology fee per semester .....\$450

**Scholarships Available!**

\*Based on Fall 2018 enrollment.

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## Program and Course Options

You can choose your courses (based on eligibility) or enroll in these specially designed semester-based options:

### Marketing Communications Courses

#### Digital and Social Media Marketing

- Explores current and emerging forms of digital and social media and how to leverage them to build brands and engage customers.

#### Branding

- Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

#### International Marketing

- Topics include techniques for entering and leveraging international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

#### Consumer Behavior

- Provides students with a comprehensive treatment of brands, brand equity, and brand management. This course includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

#### International Business

- Explores the diverse environment, management concerns, financial issues, and marketing questions faced by international business organizations.

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### International Business Courses

#### International Business

- Explores the diverse environment, management concerns, financial issues, and marketing questions faced by international business organizations.

#### International Management

- Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad.

#### International Trade and Economic Analysis

- Examines various international trade theories, policies, practices and current controversies regarding national trade policies. Also explores international economic analysis and the influences of the World Trade Organization and international trade agreements on government and corporate trade practices.

#### International Marketing

- Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

#### Negotiations and Diplomacy

- A special topics simulation course.

### Fashion Merchandising and Management Courses

#### Fashion Product Knowledge

- This course focuses on consumer behavior, needs, technology, marketing, and sales of key business categories within fashion.

#### Textiles

- Provides an overview of the textiles industry and the basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

#### Trend Analysis and Product Development

- Provides an overview of how color, fiber, and style trends are determined, researched, and analyzed to develop fashion products appropriate to a brand's unique selling proposition and target market.

#### Introduction to Marketing

- Provides an introduction to fundamental principles and practices in the marketing process, including marketing mix tools, marketing research, target marketing, Strength Weakness Opportunity Threat construction and analysis, strategic marketing planning, and consumer behavior.

**Additional courses are available.**

**Please send all inquiries to:**

**Berkeley College**  
**International Department**  
12 East 41st Street  
14th Floor  
New York, NY 10017  
United States of America

Tel: +1-212-687-3730  
Fax: +1-212-986-7827

Email: [International@BerkeleyCollege.edu](mailto:International@BerkeleyCollege.edu)



Your **potential** is our **promise**.™

[BerkeleyCollege.edu/International](http://BerkeleyCollege.edu/International)  
[International@BerkeleyCollege.edu](mailto:International@BerkeleyCollege.edu)

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