



#1
U.S. city for business, finance, and fashion

4,000+
student population across all campuses

600+
International students

48+
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 can 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

- January 5, 2026
- April 27, 2026

Tuition

- Tuition per semester.....\$14,450
- Administrative fee per semester\$470
- Technology fee per semester\$520

Scholarships available!

Program and Course Options

You can choose your courses (based on eligibility) or enroll in these specially designed semester-based options. Not all courses are available every semester.

Marketing Courses

Branding

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.

Consumer Behavior

Introduces the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

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.

International Business

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

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.

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 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.

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.

Fashion Merchandising and Management Courses

Creating Sustainable Fashion

Students will explore innovative strategies for ethical and circular fashion, focusing on materials, practices, and construction methods to create sustainable fashion collections. Through a combination of interactive class activities, insightful readings, guest lectures from industry experts, immersive field trips, and practical product-making sessions, students will learn the comprehensive steps involved in developing and producing low-impact fashion items that promote an equitable and just future. By the end of the course, students will have developed a professional portfolio showcasing their sustainable fashion business acumen. The course will culminate in an exciting fashion show, where students will present their zero-waste fashion creations.

Fashion Public Relations and Event Planning

This course provides an overview of fashion public relations. Students learn skills and techniques to develop and present a fashion brand and collection to a target audience, with a focus on media communications, advertising, and sponsorship.

Fashion Textiles for Apparel and Home

Provides a comprehensive overview of the textiles industry. Students acquire 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. Additionally, students learn the principles of sustainability as they relate to textile development, manufacturing, and reuse.

Illustrator and Digital Graphics II

A continuation from Photoshop and Digital Graphics I. In this course, students will explore Photoshop and image manipulation techniques. We will introduce Adobe Illustrator for the use of print and web services, original graphics for artboards, and marketing materials.

Introduction to the Fashion Business

Provides an overview of the fashion industry and its global reach, familiarizing students with fashion history and milestones, key business categories within fashion, including women's, men's, and children's ready-to-wear, plus consumer behaviors, marketing, product development and retail sales. Various related fashion careers and opportunities are explored. Current events in the industry are discussed and ethical issues in the industry examined.

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. Students examine the product development process, learn product lifecycle management fundamentals, develop a cohesive fashion product line, and apply business and marketing strategies to achieve profitability.

Visual Merchandising

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

Please send all inquiries to:

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