

Fashion Merchandising Program A.A.S. Degree

Students who wish to prepare for a sales, management, or buying career in the wholesale or retail fashion industry should select this program which combines fashion studies with business and general education courses. After graduation, students may either begin their careers or may choose to transfer to Bachelor degree programs in colleges which offer Fashion Merchandising degrees. Graduates of this program have been accepted with full credit to the upper division of four-year colleges which offer fashion-related Bachelor degrees.

Graduates of this program will be able to:

- Demonstrate a working knowledge of the fashion industry from concept to consumer
- Apply computation skills pertinent to the fashion and retailing industries
- Apply appropriate visual merchandising and advertising techniques
- Demonstrate both customer service and management techniques, which apply to the fashion industry
- Demonstrate an understanding of the interrelationships between the consumer and the primary, secondary, retailing and auxiliary segments of the fashion industry

Requirements

General Education - 20 credits as described on page 51 of the Catalog.

The following general education courses are recommended for students choosing this program.

(Credit hours listed with each course)

ARTH 106 History of Art: Ancient 3

Through Medieval

OR

ARTH 107 History of Art: Renaissance 3

Through Contemporary

ENGL 121 English Composition: 3

The Writing Process

SPCH 115 Public Speaking 3

Students planning to transfer should see their counselors regarding general education requirements.

Career Studies - 27 credits as follows:

MRKT 105 Advertising 3

MRKT 111 Fundamentals of Retailing 3

FASH 121 Fashion Merchandising 3

FASH 122 Textile Science 3
 FASH 205 Merchandise Planning and 3
 Control
 FASH 212 Visual Merchandising and 3
 Display
 FASH 213 Buying 3
 FASH 223 Fashion Coordination 3
 FASH 224 Case Studies & Executive 3
 Development in Fashion
 Merchandising
 Career Studies - 9 credits from among
 the following:
 BUSI 165 Computer Applications 3
 in Business
 OR
 COMP 129 Information Technology 3
 BUSI 205 Principles of Management 3
 BUSI 206 Supervisory Management 3
 ECON 105 Macro Economics 3
 ECON 106 Micro Economics 3
 MRKT 101 Introduction to Marketing 3
 MRKT 145 Salesmanship 3
 FASH 295 Special Project-Fashion 1-3
 FASH 299 Fashion Merchandising 3
 Internship
 Electives 4

Suggested Sequence - Fashion Merchandising Program

A.A.S. Degree

The following sequence is an example of how this degree can be completed in two years. This sequence is based on satisfaction of all Basic Skills requirements and prerequisites and presumes a Fall Term start date. An individual's program may vary depending on transfer institution, career objectives, or individual needs. See your counselor for other options and to monitor your progress.

Course Code	Credits	Course Code	Credits
SEMESTER 1 SEMESTER 2			
FASH 121	3	FASH 122	3
MRKT 111	3	MRKT 105	3
ENGL 121	3	FASH 205	3
Social Sciences	3	SPCH 115	3
Elective 4	Mathematics or Science or 3-4		
	16	Technological or Info Literacy	
	15-16		
SEMESTER 3 SEMESTER 4			
FASH 212	3	FASH 223*	3
FASH 213	3	FASH 224*	3
Career Studies	3	Career Studies	3

Humanities 3 General Education(1) 6

Career Studies 3 15

15 Total Credits for Degree 61-62

*Offered Spring term only.

(1)One course is recommended from the Cultural & Global Awareness knowledge area.

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