



2023-2024 Academic Year

Fashion Merchandising

Associate in Applied Science Degree in Business Management (A.A.S.)

Liberal Arts Division

[609.570.3378](tel:609.570.3378) admiss@mccc.edu

The **Fashion Merchandising** option of the Business Management A.A.S. degree prepares students for careers in fashion/apparel sales, marketing, buying, and merchandising. Positions available to those with this educational specialization include retail merchandiser, planning and allocation, fashion/apparel sourcing specialist, and wholesale or retail buying manager.

The program also prepares students for advanced study in business or marketing in a fashion/apparel-related program. The MCCC Fashion Merchandising curriculum parallels the first two years of education at a majority of undergraduate universities and art colleges, with an emphasis on career training for gainful employment. The two-year experience allows students to develop a perspective by combining fashion studies with business and general education courses.

Successful graduates of the Fashion Merchandising option will be qualified for entry-level positions in the field of fashion merchandising, buying, retail planning, and marketing. After graduation, students may either begin their careers or choose to transfer to bachelor degree programs at colleges offering Fashion Merchandising degrees.

PROGRAM OUTCOMES

- Apply computational skills relevant to the fashion and retail industries;
- Demonstrate knowledge of the fashion industry from concept to consumer;
- Use the principles of marketing to perform duties required of entry-level fashion merchandising/marketing positions;
- Develop an appreciation for style and product quality;
- Communicate and present ideas in both written and oral formats;
- Demonstrate customer service and management techniques applicable to the fashion industry;
- Understand how the global economy and international events affect domestic business decisions.

Students may study full-time or part-time and may receive credit for previous training by applying for credit-by-experience, credit-by-articulation, or credit-by-examination. Some courses may only be offered during the day. Students should consult with their academic advisor to ensure adherence to the correct sequence of courses.

Admission to the program requires a high school diploma or its equivalent.

SEE ALSO:

[Fashion/Apparel Design](#) degree program

DEGREE CURRICULUM

2023-2024 Academic Year

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CIP 521902

The course sequence below represents a recommended example of how this degree program can be completed in two years, presuming a Fall Term start and satisfaction of all Developmental Studies (foundation courses) requirements and prerequisites. Actual approaches toward completion depend on each student's anticipated transfer institution, career objectives, or other individual circumstances.

Students are encouraged to meet regularly with an academic advisor or Success Coach to consider options, establish plans, and monitor progress.

Code	Course (lecture/lab hours)	Credits	To Do This Semester
FIRST SEMESTER			
BUS 101	Introduction to Business (3/0)	3	<p>✓ Meet with your faculty advisor to complete an academic plan. Make sure you are aware of any course prerequisites you may need to take, and how long it will take to complete your degree.</p> <p>✓ Use your online tools: Check your MercerMail daily, utilize features of Office 365, and get to know Student Planning.</p> <p>✓ Take advantage of Learning Centers or Online Tutoring to support your studies and assignments.</p>
ENG 101	English Composition I (3/0)	3	
FAS 105	Fashion: The Global Marketplace (3/0)	3	
IST 101	Computer Concepts with Applications (2/2)	3	
MAT —	Mathematics elective	3	
	<ul style="list-style-type: none"> • MAT 120 or MAT 125 recommended. Select in consultation with an academic advisor. 		

SECOND SEMESTER

CMN 111	Speech: Human Communication (3/0)		✓ Transitioning to college can be challenging. Meet with your Success Coach for guidance and support.
	OR	3	
CMN 112	Public Speaking (3/0)		✓ Apply for financial aid by May 1.
ENG 102	English Composition II (3/0)	3	
FAS 120	Introduction to Fashion Industries (1/4)	3	✓ Contact professors with questions and use their office hours to develop a connection. Talk with them to get the inside scoop on how your profession works.
FAS 130	Introduction to Textiles for Fashion (3/0)	3	
MKT 101	Principles of Marketing (3/0)	3	<p>✓ Be sure to visit the Career Services office to explore jobs, internships, and career information and get help with your resume and other career tools.</p> <p>✓ Apply for Continuing Student scholarships at www.mccc.edu/m-scholarships.</p>

THIRD SEMESTER

ACC 106	Office Accounting I (3/0)	3	✓ Keep in contact with each professor and your faculty advisor. Make sure you are on track to graduate on time.
CIS 175	PC Applications: Spreadsheets (2/2)	3	
FAS 205	Fashion Visual Merchandising and Display (3/0)	3	✓ Work with Career Services to formulate plans for after you've earned this degree.
FAS 220	History of Costume Design (3/0)	3	
— —	General Education elective	3	<p>✓ Develop team and leadership skills by getting</p>

- Select in consultation with an academic advisor.

involved in [activities and clubs](#).

✓ Apply for Continuing Student scholarships at www.mccc.edu/m-scholarships.

✓ Manage your stress! Take advantage of the MCCC pool, [Fitness Center](#), free yoga and Zumba. Reach out for [counseling](#) or other support if you need it. Your [Success Coach](#) can connect you with resources.

FOURTH SEMESTER

BUS 239	Entrepreneurship (3/0)	3	✓ Get ready to start your career! Begin the job application process.
ECO 103	Basic Economics (3/0)	3	
FAS 230	Fundamentals of Fashion Retail Buying and Merchandising (3/0)	3	✓ Discuss your career plans with your faculty advisor. S/he can help you transition successfully.
FAS 260	Fashion Industries Capstone and Portfolio (1/4)	3	
PHI 204	Ethics (3/0)	3	