



# Fashion Merchandising

Program **FASH.MRCH.AAS**  
CIP 500402

## Associate in Applied Science Degree in Business Management

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.

### Curriculum

Code	Course (lecture/lab hours)	Credits
<b>FIRST SEMESTER</b>		
BUS 101	Introduction to Business (3/0)	3
CMN 111	Speech: Human Communication (3/0)	3
	OR	
CMN 112	Public Speaking (3/0)	3
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
<b>SECOND SEMESTER</b>		
ENG 102	English Composition II (3/0)	3
FAS 130	Introduction to Textiles for Fashion (3/0)	3
MKT 101	Principles of Marketing (3/0)	3
MKT 230	Principles of Retailing (3/0)	3
PHI 204	Ethics (3/0)	3
MAT —	Mathematics elective <sup>1</sup>	3
<b>THIRD SEMESTER</b>		
ACC 106	Office Accounting I (3/0)	3
	OR <sup>2</sup>	
BUS 103	Business Mathematics (3/0)	3
CIS 175	PC Applications: Spreadsheets (2/2)	3
FAS 205	Fashion Merchandising (3/0)	3
FAS 220	History of Costume Design (3/0)	3
—	General Education elective <sup>3</sup>	3
<b>FOURTH SEMESTER</b>		
BUS 230	Global Environment of Business (3/0)	3
BUS 239	Entrepreneurship (3/0)	3
ECO 103	Basic Economics (3/0)	3
	OR <sup>4</sup>	
ECO 112	Microeconomics (3/0)	3
FAS 230	Fundamentals of Fashion Buying (3/0)	3
HPE 110	Concepts of Health and Fitness (1/2)†	2
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NOTE: Select courses in consultation with an academic advisor in order to assure maximum transfer of credits.

<sup>1</sup> Select in consultation with an academic advisor. MAT 135 or 140 recommended.

<sup>2</sup> Students planning to transfer to a four-year college should take BUS 103.

<sup>3</sup> Choose from the following approved general education electives:  
ART 101, 121, 123, 124, 125; HIS 101, 102, 106, 113.

<sup>4</sup> Students planning to transfer to a four-year college should take ECO 112.

†CSW 100 is a preferred alternative; HPE 111 is an acceptable alternative.

NOTE: The above curriculum sequence presents an example of how this degree can be completed in two years – based on fulfillment of all foundation skills requirements and prerequisites, and presuming a Fall Term start date. An individual's program may vary depending on transfer institution, career objectives, or individual needs. See your academic advisor for other options and to monitor your progress.

NOTE: All program listings are subject to periodic updates. Please consult your program advisor, academic division, or [www.mccc.edu/programs\\_degree](http://www.mccc.edu/programs_degree)