



Program Description:

The Fashion Merchandising Associate in Science degree program prepares students for a wide variety of careers in fashion merchandising and fashion retailing. The degree provides students with a strong business education designed specifically for careers in the world of fashion. The required Cooperative Field Placement gives students on-the-job experience in this growing, many-faceted career field. In addition to retail, buying and merchandising courses, students are exposed to a variety of general education courses designed to strengthen their overall educational experience.

Career and Transfer Outlook:

Graduates are prepared for entry-level careers as assistants or trainees in a variety of departments in retail, wholesale, sales or manufacturing organizations. Some students' career pursuits may include department sales and management, buying, marketing, merchandising and styling. Although not primarily intended as a transfer degree, some students do continue on to a bachelor's degree program.

Helpful Hints:

Students are encouraged to begin taking courses aimed at completing their English and math requirements immediately upon entering the college. Also, students who place into reading courses on the college placement test should complete that requirement without delay.

Program Outcomes:

Graduates of the Fashion Merchandising program are prepared to:

- Use industry-specific knowledge relevant to the operation of fashion merchandising organizations and demonstrate the ability to apply business principles to this industry;
- Use critical thinking skills to appraise and evaluate the business practices of various major fashion merchandising chains;
- Describe how various cultural differences must be considered in the practice of fashion marketing and operations, both locally and globally;
- Communicate effectively using written, oral and nonverbal techniques, including the use of technology in the gathering and presentation of information;
- Demonstrate a grasp of the complexities of ethical issues in business, and in particular the field of fashion merchandising;
- Comprehend the rapid change taking place in the business environment and demonstrate an ability to engage in ongoing professional development.

FASHION MERCHANDISING • Associate in Science

BEDFORD CAMPUS - DAY

	✓	COURSE #	COURSE TITLE	CREDITS	PREREQUISITES
_____		BUS 110	Introduction to Business	3	ENG 060 or higher placement
_____		BUS 140	Sales Principles	3	ENG 060 or higher placement
_____		BUS 170	Fashion & Retail Merchandising	3	
_____		BUS 171	Fashion & Retail Buying	3	
_____		BUS 172	Retail Management	3	ENG 060 or higher placement
_____		BUS 212	Human Resource Management	3	BUS 110 or permission of instructor
_____		BUS 213	Business Communications	3	ENG 101
_____		BUS 214	Cooperative Field Experience I	3	Completion of at least 12 credits in the student's degree or certificate program with a minimum GPA of 2.0 or higher and eligible for ENG 101
_____		BUS 240	Principles of Marketing	3	BUS 110 or *
_____		BUS 330	Advertising	3	BUS 240 or *
_____		BUS _____	Business Elective	3	
_____		CAP 101	Microcomputer Applications or		ENG 060 or higher placement
_____		CAP _____	Computer Applications Elective**	3	
_____		BUS _____	Elective****	3	
_____		ENG 101	English Composition I	3	C- in ENG 071 or eligible for ENG 101 and placement above or successful completion of ENG 060
_____		ENG 102	English Composition II: An Introduction to Literature	3	ENG 101
_____		ART 113	Color and Design	3	
_____		_____	Behavioral Science Elective	3	
_____		_____	Economics Elective	3	
_____		MAT _____	Mathematics Elective***	3	
_____		_____	Science Elective	3-4	
				60-61	

*Permission of instructor
 **CAP 100 will not satisfy this requirement
 ***Must be above MAT 070
 ****Consult list of approved electives in the Academic Planning Centers

Note: Additional coursework may be required based on college placement testing. Students are urged to meet with their academic advisor for proper course sequencing.