



Marian Court College – ASSOCIATE DEGREE

Fashion Merchandising

THE FASHION MERCHANDISING program develops the student’s love of fashion to a professional level. Students will study the multi-billion dollar business that moves the world’s fashions from designer showrooms to retail sales floors, and finally into the hands of consumers. This fast-paced industry requires individuals who exhibit strong business skills, dedication, and creative vision. Upon completion of the program, students are prepared for entry-level positions in retailing and wholesaling in the fashion industry.

CAREER OUTLOOK

The Associate in Science in Fashion Merchandising program provides students with a strong foundation in the liberal arts, analytical skills, and provides exposure to a broad fashion merchandising curriculum along with educationally rich real-life experiences. These subjects provide students with the opportunity to:

- ▶ Transfer to a four-year college or university to pursue a baccalaureate degree in a related program of study. Marian Court College has many transfer agreements with public and private four-year colleges and universities.
- ▶ Enter the fashion industry in many entry-level positions such as management trainees, fashion buyers, and in retail and wholesale sales.

PROGRAM OUTCOMES

In addition to general education outcomes, graduates of the program will:

- ▶ Identify theories of fashion adoption and how products move through the fashion cycle.
- ▶ Demonstrate an understanding of how patterns and trends in the fashion industry affect domestic and global fashion forecasting.
- ▶ Demonstrate a working knowledge of product development and global and domestic sourcing in the fashion industry.
- ▶ Be able to communicate effectively in the retail/fashion industry using industry specific terminology.
- ▶ Understand and execute the principles and elements of color and design theory.
- ▶ Develop the skills necessary to plan, forecast, purchase, and manage a well-rounded, profitable merchandise mix.
- ▶ Demonstrate an understanding of the historical development of fashion and retail, both domestically and globally.
- ▶ Identify the responsibilities and strategies of retail managers.
- ▶ Identify the many types of retailers, retail locations, and retail strategies.
- ▶ Apply all classes to plan, produce and promote a successful fashion event.
- ▶ Master generally accepted accounting principles and concepts for both service and merchandising businesses.
- ▶ Demonstrate an understanding of the processes and theories behind professional marketing efforts in the consumer and business-to-business marketplace.

COURSE REQUIREMENTS

Core Requirements (31/32 credits)			Major Requirements		
CS100	Computer Concepts, Applications & Internet or CS120	3	AC130	Financial Accounting I	3
EC210	Macroeconomics	3	BU103	Introduction to Business	3
EN110	English Composition I*	3/4	BU211	Principles of Marketing	3
EN120	English Composition II	3	BU245	Principles of Buying	3
FA110	History of Fashion	3	BU255	Retail Management	3
HU110	Oral Communication & Presentation	3	FA100	Fashion Merchandising	3
PS101	General Psychology	3	FA115	Fashion Show Production (2)	3
SC130	Textile Science	4	FA210	Visual Merchandising	3
SO201	Introduction to Sociology	3	FA220	Sustainable Fashion	3
	Math Elective**	3	FA225	Business Ethics for Global Apparel Industry	3
			PD202	Internship or Color & Design	3
			Total Credits:		64/65

Math Electives: MA110 Math for Business, MA130 College Algebra, MA160 Pre-Calculus

* Based on placement test scores students may be required to enroll in an additional obligatory credit hour of lab studies.

** Based on placement test scores students may be required to take MA098 Elementary Algebra as a prerequisite. MA098 does not satisfy graduation requirements.