

FASHION MERCHANDISING

Associate in Applied Science Degree

This 66 credit-hour curriculum provides all the phases of fashion merchandising, not only in business aspects, but also in aesthetic and creative sides of fashion, such as window display, fashion basics and textile. Students will study fashion history and trends as well as their influence on our lives. In addition, they will survey the development of style leading up to contemporary design. Students will also take courses in English composition, computer information systems, sociology and introductory psychology.

An educational background in fashion merchandising opens the door to various careers, such as fashion coordinating, fashion promoting, fashion advertising, fashion displaying, fashion copywriting, fashion photographing, fashion buying and store managing.

FIRST YEAR

First Semester

ENG	101	Composition.....	3
FAS	110	Costume History.....	2
FAS	112	Fashion Basics.....	3
MGT	111	Introduction to Business Organization.....	3
MGT	150	Business Math.....	3
MKT	106	Retail Merchandising.....	<u>3</u>
			17

Second Semester

ART	105	Introduction to Arts.....	3
ENG	102	Composition.....	3
FAS	107	Textiles I.....	2
FAS	111	20th Century Costume and Trends.....	3
PSY	101	Introduction to Psychology.....	3
SPE	101	Fundamentals of Speech Communication.....	<u>3</u>
			17

SECOND YEAR

First Semester

FAS	212	Visual Fashion Merchandising.....	2
FAS	229	Promotion of Fashion.....	3
MKT	140	Principles of Professional Selling.....	3
MKT	245	Principles of Marketing.....	3
MKT	250	Retailing.....	3
SOC	101♦	Introduction to Sociology.....	<u>3</u>
			17

Second Semester

CIS	101	Introduction to Computer Information Systems.....	3
FAS	230	Fashion Forecasting.....	3
FAS	116	Fashion Industries Career Practicum and Seminar or	
FAS	240	Fashion Projects.....	3
MKT	247	Consumer Buying Behavior.....	3
MKT	251	Retail Merchandise Management.....	<u>3</u>
			15

♦This course meets the World Cultures and Diversity graduation requirement.