

FASHION MERCHANDISING AND RETAIL MANAGEMENT, AS

Program code: FMRM-AS

Location: Gateway

Program Description

Fashion and retailing are exciting and vital industries in our economy. This degree program will focus on the business side of the fashion industry, which included retailing, marketing, manufacturing, visual merchandising, consumer behavior, fashion cycles, and store planning. Students will study the complete supply chain from materials to manufacturing and buying to promotion and selling of fashion and related products. This program prepares students for careers with retail, wholesale, and manufacturing organizations in buying, merchandising, fashion coordination, sales, and sales promotion. Practical training is provided through field work experiences, including New York City. The program courses may be transferred to bachelor's degree programs.

Learning Outcomes

1. Identify core concepts of retail management and fashion merchandising and their roles in society and the global economy,
2. Demonstrate information literacy through research skills and the use of technology,
3. Demonstrate analytical, problem-solving, and decision-making skills applicable to retail management and fashion merchandising,
4. Describe the legal and ethical environments of the fashion and retail industries.
5. Apply effective written and oral communication skills to business situations,
6. Examine career opportunities in the global fashion and retail industries.

Degree Requirements

| Code | Title | Credits |
|--|---|---------|
| General Education Courses | | |
| ENG 1010 | Composition | 3 |
| MATH 1001 | Quantitative Literacy (or higher - college level) | 3 |
| Elective ARHX - Arts & Humanities Course | | 3-4 |
| Elective SCRX - Scientific Reasoning Course or Elective SCKX - Scientific Knowledge Course | | 3-4 |
| PSY 1011 | General Psychology I | 3 |
| CCS 1001 | College and Career Success | 3 |
| BUSN 2100 | Business Communication | 3 |
| Program Courses | | |
| ACCT 1130 | Principles of Financial Accounting | 3 |
| BENT 2180 | Entrepreneurship | 3 |
| BMKT 1003 | Principles of Retailing | 3 |
| BMKT 2010 | Principles of Marketing | 3 |
| BMKT 2015 | Principles of eBusiness | 3 |
| BMKT 2200 | | 3 |

| | | |
|--|---------------------------------------|--------------------------|
| BMKT 2410 | Principles of Advertising | 3 |
| BMKT 2055 | Introduction to the Fashion Industry | 3 |
| BMKT 2057 | Textiles | 3 |
| BMKT 2195 | Retail Field Experience I | 3 |
| BMKT 2295 | Field Experience II | 3 |
| CSA 1110 | Introduction to Software Applications | 3 |
| | or CSA 1111 | Spreadsheet Applications |
| Business Elective - course in ACCT, BENT, BFIN, BMGT, BMKT, BUSN, ECON, CSA ¹ | | 3 |
| Total Credits | | 60-62 |

¹ or HOSP 2244 Meetings, Conventions and Special Events Management