Program: FASH.MRCH.AAS
CIP 500402

Fashion Merchandising
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.

NOTE: All program listings are subject to periodic updates. Please consult your program advisor, academic division, or www.mccc.edu/programs_degree