FAS 220 History of Costume Design 3 credits
Prerequisite: FAS 105
Comprehensive overview of fashion history and its development as a globalized industry. A survey of chronological geographic and cultural trends that have influenced modern fashion addresses men’s and women’s clothing and accessories.

FAS 230 Fundamentals of Fashion Buying 3 credits
Prerequisites: FAS 105, FAS 205
Covers methods of analyzing customer demand, assisting retailers with merchandising activities, product sourcing, logistics related to importing, and techniques to maximize profits. Students produce reports to evaluate sales and profitability performance as well as management strategies.

BUS 239 Entrepreneurship 3 credits
Prerequisites: ACC 106 or ACC 111 or permission of instructor; ENG 101 with a minimum C grade
Exposes students to the skills and resources necessary to become a successful entrepreneur. Topics include feasibility studies, cash management, business plans, pricing strategies, ethical issues, financing strategies, and financial statements.

MKT 230 Principles of Retailing 3 credits
Prerequisite: MKT 101
Introduction to the field of retailing. Issues include establishment of a store, store location, layout, organization and planning, buying, merchandising, promotion, credit, control and personnel.
Associate in Applied Science Degree in Business Management

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, and will be able to:

- 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.

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. After graduation, students may either begin their careers or choose to transfer to bachelor degree programs at colleges offering Fashion Merchandising degrees.

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