

### **BUS 101 Introduction to Business**

**3 credits**

*Corequisite: ENG 101*

Survey course of the American business system. Topics include forms of business ownership, financing, economic impacts, human resource management, marketing, management, accounting, the role of government, international issues, workplace ethics, legal concerns, and social responsibility.

3 lecture hours

### **BUS 230 Global Environment of Business**

**3 credits**

*Prerequisite: ENG 101 with a minimum C grade*

A survey course introducing the challenges confronting global business due to socio-political, economic, and cultural environments, including a discussion of ethics as it relates to these factors. Students are expected to read about topics such as political economy, cultural variation, trade theory, the international monetary system, foreign investment, and foreign exchange markets.

3 lecture hours

### **FAS 105 Fashion: The Global Marketplace**

**3 credits**

*Prerequisite: placement in college-level English*

An overview of the fashion industry beginning with a historical perspective that covers both domestic and international influences. Integrates creative fashion concepts with business concepts commonly used in general marketing. Topics include international sourcing and trade, and retailing.

3 lecture hours

### **FAS 130 Introduction to Textiles for Fashion**

**3 credits**

*Prerequisite or Corequisite: ENG 101*

Explores how textiles are produced and how appropriate performance characteristics are incorporated into materials and products. Students make informed decisions regarding materials and products to communicate effectively with team members in the workplace, suppliers, contractors and buyers. Careers in the global textile industry are discussed.

3 lecture hours

### **FAS 205 Fashion Merchandising**

**3 credits**

*Prerequisites: BUS 101, ENG 101, MKT 101, MKT 230*

An integrated and customer-centered approach to merchandising. Covers strategic planning, product objectives and categories, industry zones, and product life cycles. Topics include pricing, positioning, placement, market research, environments, demographics, geographics, and psychographics. Emphasizes fashion forecasting with the buying-selling cycle for retail buyers.

3 lecture hours

### **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.

3 lecture hours

### **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.

3 lecture hours

### **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.

3 lecture hours

### **MKT 101 Principles of Marketing**

**3 credits**

*Prerequisite: ENG 101 with a minimum C grade*

A study of the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services that satisfy individual and organizational objectives.

3 lecture hours

### **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.

3 lecture hours

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# Fashion Merchandising



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# Fashion Merchandising

## 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.

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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.



## CURRICULUM

Code	Course (lecture/lab hours)	Credits
BUS 101	Introduction to Business (3/0)	3
CMN 111	Speech: Human Communication (3/0) OR	3
CMN 112	Public Speaking (3/0)	3
ENG 101	English Composition I (3/0)	3
FAS 105	Fashion: The Global Marketplace (3/0)	3
IST 101	Computer Concepts with Applications (2/2)	3
ENG 102	English Composition II (3/0)	3
FAS 130	Introduction to Textiles for Fashion (3/0)	3
MKT 101	Principles of Marketing (3/0)	3
MKT 230	Principles of Retailing (3/0)	3
PHI 204	Ethics (3/0)	3
MAT —	Mathematics elective <sup>1</sup>	3
ACC 106	Office Accounting I (3/0) OR <sup>2</sup>	3
BUS 103	Business Mathematics (3/0)	3
CIS 175	PC Applications: Spreadsheets (2/2)	3
FAS 205	Fashion Merchandising (3/0)	3
FAS 220	History of Costume Design (3/0)	3
— —	General Education elective <sup>3</sup>	3
BUS 230	Global Environment of Business (3/0)	3
BUS 239	Entrepreneurship (3/0)	3
ECO 103	Basic Economics (3/0) OR <sup>4</sup>	3
ECO 112	Microeconomics (3/0)	3
FAS 230	Fundamentals of Fashion Buying (3/0)	3
HPE 110	Concepts of Health and Fitness (1/2) <sup>†</sup>	2
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NOTE: Select courses in consultation with an academic advisor in order to assure maximum transfer of credits.

<sup>1</sup> Select in consultation with an academic advisor. MAT 135 or 140 recommended.

<sup>2</sup> Students planning to transfer to a four-year college should take BUS 103.

<sup>3</sup> Choose from the following approved general education electives: ART 101, 121, 123, 124, 125; HIS 101, 102, 106, 113.

<sup>4</sup> Students planning to transfer to a four-year college should take ECO 112.

<sup>†</sup> HPE 111 is an acceptable alternative.

NOTE: The above curriculum sequence presents an example of how this degree can be completed in two years – based on fulfillment of all foundation skills requirements and prerequisites, and presuming a Fall Term start date. An individual's program may vary depending on transfer institution, career objectives, or individual needs. See your academic advisor for other options and to monitor your progress.