

Fashion Merchandising, A.A.S.

Rome, Paris, New York and Tokyo are centers of the fashion world. In today's fast-paced fashion market, these cities aren't that far ahead of your local shopping mall. Fashion is on the move -- in New York, Paris and Johnson County.

At JCCC, the fashion curriculum is designed to prepare you for a career in retail management, retail sales, apparel and textile design, promotion, display, illustration, and representative positions.

The program includes professional courses in merchandising, design, apparel construction, management, visual merchandising, creative selling and merchandise evaluation. To complement your education, you will also study important basic subjects such as business math, English, economics and marketing.

An associate of applied science degree is awarded after successful completion of the fashion merchandising or fashion design. The program also offers an 18-credit-hour certificate in visual merchandising. Seminars in career options and industry topics are available. Required work-study internships in the fashion business of your choice will give you experience in technical, creative and merchandising skills and make you more marketable in the industry.

With an associate's degree or certificate, you'll be ready to apply your energy and creativity in an industry that rewards both. Or, if you prefer to continue your education, you can complete a bachelor's degree through a transfer program to a college or university.

Students must complete all FASH courses with a "C" or higher to be awarded the AAS degree.

(Major Code 2520; State CIP Code 52.1902)

- Fashion (<http://www.jccc.edu/fashion>)

Associate of Applied Science Degree

First Semester

FASH 277	Fashion Seminar: Career Options	2
FASH 283	Fashion Internship I	1
FASH 121	Fashion Fundamentals	3
FASH 122	Aesthetics for Merchandising and Design	3
MKT 134	Professional Selling	3
ENGL 121	Composition I*	3
FASH 135	Image Management	1
Total Hours		16

Second Semester

FASH 242	Consumer Product Evaluation	3
FASH 284	Fashion Internship II	1
MATH 120	Business Mathematics* (or higher)	3
FASH 150	Textiles	3
FASH 125	Visual Merchandising	3
BUS 150	Business Communications*	3
or ENGL 122	Composition II*	
Health and/or Physical Education Elective ^		1
Total Hours		17

^ Health and/or Physical Education Elective (<http://catalog.jccc.edu/fall/degreecertificates/electives/health-and-or-physical-ed-aas>)

Third Semester

Fashion Electives (see below)		3
BUS 225	Human Relations	3
FASH 285	Fashion Internship III	1
FASH 132	Marketing Communications	3
MKT 121	Retail Management	3
ECON 132	Survey of Economics	3

or ECON 230	Economics I	
Total Hours		16

Fourth Semester

Electives		2
FASH 286	Fashion Internship IV*	1
MKT 230	Marketing	3
FASH 231	Merchandising Planning and Control*	3
FASH 280	Capstone: Industry Topics*	3
Humanities Elective ^		3
Total Hours		15

^ Humanities Elective (<http://catalog.jccc.edu/fall/degreecertificates/electives/humanities-aas>)

Fashion Electives

FASH 123	Apparel Construction I	4
FASH 130	Fashion Illustration I*	3
FASH 265	Fashion Product Development*	4
FASH 224	History of Costume	3
FASH 268	Field Study: The Market Center*	3

Total Program Hours: 64