

# Fashion Merchandising, AAS

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Fashion merchandising is concerned with the business of fashion. This rewarding career combines creative fashion skills with the analytical skills of business, as a fashion merchandise manager you consider the colors, sizes, silhouettes, and price points that customers want to see in stores each season.

JCCC's fashion merchandising program prepares you for jobs in many aspects of the fashion industry. Fashion merchandising and management-related fields are expanding in Johnson County. Surveys indicate that few other areas offer greater opportunity to qualified people, as employment in this field is expected to increase faster than the average for all occupations nationwide. Graduates of JCCC's program are ready for entry-level management or sales positions in retail, wholesale or manufacturing marketing services, and visual merchandising

In JCCC's program, working individually and in teams, you'll learn about buying and control techniques, merchandising, planning and fashion management, including strategies and plans that consider markets and trends. An advisory board of fashion professionals help ensure that JCCC's program reflects current standards and practices in the field. All fashion professors have worked within the industry.

The merchandising and marketing skills you'll learn are immediately applicable to your job and career. Internships give you first-hand experience in the field and help you make networking contacts. You can also take your work experiences back to the classroom for analysis and greater understanding of the problems the fashion industry faces. By integrating coursework and on-the-job experience, you gain the knowledge, skills and attitudes necessary to reach your career objectives.

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/academics/arts-design/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
FASH 125	Visual Merchandising	3
ENGL 121	Composition I*	3
FASH 135	Image Management	1
<b>Total Hours</b>		<b>16</b>

### Second Semester

FASH 225	Store Planning*	3
FASH 284	Fashion Internship II	1
MATH 120	Business Mathematics* (or higher)	3
FASH 150	Textiles	3
MKT 134	Professional Selling	3
Communications Elective ^		3

NOTE: Recommended courses for Communications Elective are BUS 150, SPD 121, or SPD 120

**Total Hours** **16**

^ See all AAS general education electives (<http://catalog.jccc.edu/degree/requirements/associate-applied-science>)

### Third Semester

FASH 242	Product Knowledge for Merchandisers	3
FASH 285	Fashion Internship III	1
BUS 225	Human Relations	3
MKT 230	Marketing	3
MKT 121	Retail Management	3
ECON 132	Survey of Economics	3

or ECON 230	Economics I	
<b>Total Hours</b>		<b>16</b>

## Fourth Semester

Fashion Electives (see below)		2
FASH 286	Fashion Internship IV*	1
FASH 132	Marketing Communications	3
FASH 231	Merchandising Planning and Control*	3
FASH 280	Capstone: Industry Topics*	3
Humanities Elective ^		3
Health and/or Physical Education Elective^^		1
<b>Total Hours</b>		<b>16</b>

^ See all AAS general education electives (<http://catalog.jccc.edu/degreerequirements/associate-applied-science>)

## Fashion Electives

FASH 123	Apparel Construction I	4
FASH 130	Fashion Illustration I	3
FASH 215	Field Study: MAGIC Trade Show*	1
FASH 224	History of Costume	3
FASH 268	Field Study: The Market Center*	3
ITMD 127	Elements of Floral Design	1

**Total Program Hours: 64**