

# Fashion Merchandising and Marketing, AAS

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Students that pursue an AAS in Fashion Merchandising and Marketing will study the whole supply chain from manufacturing and buying to promoting and selling of fashion products. The program prepares students for a rewarding career in the fashion industry by developing both the creative fashion skills and analytical problem-solving abilities required for success in the industry.

The fashion merchandising and marketing related fields are rapidly changing. We have seen a significant shift in the way that people shop and buy merchandise and the industry continues to adjust to meet the needs of the consumer. JCCC's Fashion Merchandising and Design department prides itself on updating course materials and student learning outcomes to align with the current industry. Graduates of JCCC's Fashion Merchandising and Marketing AAS degree program are well-prepared with current skills in assortment planning, store layout, visual display, management, marketing, branding as well as digital skills related to social media and online retailing.

Through collaboration and teamwork, JCCC's graduates learn about the industry from highly skilled faculty with many years of experience. Required internships give students industry-related job experiences and help to build lasting business partnerships. Travel for credit and study abroad programs provide invaluable experiential learning opportunities that students can add to their academic resume and portfolio.

Whether your goals are to obtain an entry-level position or to further your education at a 4-year institution, you will be prepared for success and have a solid foundation with a Fashion Merchandising and Marketing AAS degree from JCCC.

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

(Major Code 3120; CIP Code 52.1902)

Fashion Merchandising & Design Program web page (<http://www.jccc.edu/academics/credit/fashion-merchandising-design/>)

## Associate of Applied Science Degree

### Fall Semester

ENGL 121	Composition I*	3
FASH 121	Fashion Fundamentals	3
FASH 122	Aesthetics for Merchandising and Design	3
FASH 125	Visual Merchandising	3
Communications Elective ^		3
NOTE: COMS 121 is Recommended		

**Total Hours** **15**

### Spring Semester

FASH 150	Textiles	3
FASH 225	Store Planning*	3
FASH 277 or FASH 268	Fashion Seminar: Career Options Field Study: The Market Center*	2
FASH 282	Fashion Internship	1
MATH 120	Business Mathematics* (or higher)	3
MKT 134	Professional Selling	3

**Total Hours** **15**

### Summer Semester

Humanities Elective ^		3
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**Total Hours** **3**

### Fall Semester

ECON 132 or ECON 230	Survey of Economics Principles of Macroeconomics	3
FASH 242	Product Knowledge for Merchandisers	3
FASH 282	Fashion Internship	1
MKT 121	Retail Management	3

MKT 230	Marketing	3
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3
<b>Total Hours</b>		<b>16</b>

### Spring Semester

FASH 224	History of Costume	3
FASH 231	Merchandising Planning and Control*	3
FASH 235	Online Retailing	3
FASH 282 or FASH 215	Fashion Internship Field Study: MAGIC Trade Show*	1
FASH 295	Capstone: Merchandising and Marketing*	3
MKT 202	Consumer Behavior	3
<b>Total Hours</b>		<b>16</b>

### Total Program Hours: 65

\* This course has registration requirements.

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