

Fashion Marketing and Management, B.S.

Stephens College

Johnson County Community College Transfer Program to the Stephens College	Dr. Kristi Kite
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Academic Year 2025-2026	www.stephens.edu

Program Description

- Students in the AAS in Fashion Merchandising and Marketing program can transfer 65 credit hours of coursework to the B.S. in Fashion Marketing and Management program to Stephens College.
- The Bachelor of Science in Fashion Marketing and Management degree requires the completion of the 36 hours in general education program, 43 semester hours in FAS, 15 semester hours in BUS, 3 hours of choice electives, plus the completion of the required College-to-Career seminars, two industry-specific internships, and the senior FAS capstone coursework for a total of 61 hours in the major.
- The B.S. degree includes at least 45 semester hours of specified credit, of which at least 15 semester hours must be at or above the 300 level. The last 15 semester hours of credit in all degree programs must be earned through Stephens College.
- Students must earn a "C-" or better in all required courses within the B.S. in Fashion Marketing and Management program. Students may not continue to the next level class until the prerequisite class is passed with a "C-" or better.

Admission Requirements

Transfer Student Admission Process:

- Submit a (https://stephens.my.site.com/OnlineApp/tx_communitieshome)pplication (https://stephens.my.site.com/OnlineApp/tx_communitieshome) for admission.
- Submit official transcript(s) from previously attended institutions.
- Electronic transcripts#may besubmitted through various electronic transcript services and can also be sent toStephens College#directly from the institution. Transcripts received from a student willnot#be considered official.
- Paper transcripts must be mailed directly to Stephens College by your school(s).#Have your official transcript(s) mailed to: Stephens College Office of Admissions, Campus Box 2121, 1200 E. Broadway, Columbia, MO 65215

JCCC Transfer Guide Disclaimer

*It is the **student's responsibility** to check for updates to all transfer information. This transfer guide is provided as a service and is updated as needed. Degree requirements at the four-year colleges are subject to change by those institutions. To ensure you have the most accurate information about the program, you must meet with an advisor at the transfer institution.*

Transfer Requirements

JCCC AAS Fashion Merchandising and Marketing Fall Semester (15 hours)

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
FASH 121	Fashion Fundamentals	3	FAS 170	Fashion Perspectives	3
FASH 122	Fashion Aesthetics	3	FAS 201	Fashion Creative Process	3
FASH 125	Visual Merchandising	3	FAS 305	Visual Merchandising and Display	
Select one of the following:					
ENGL 121	Composition I *	3	ENG 107	Composition I	3
ENGL 119	College Composition I with Review *	5	ENG 107	Composition I	3
COMS 121	Public Speaking Communications Elective (recommended)	3	SCM 250	Fundamentals of Speech	

JCCC AAS Fashion Merchandising and Marketing Spring Semester (15 hours)

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
FASH 150	Textiles for Fashion	3	FAS 203	Textiles	3
FASH 225	Store Planning *	3	Fashion Elective		
FASH 282	Fashion Internship	1	Fashion Elective		
Select one of the following:					
MATH 120	Business Mathematics * (if MATH 171 is successfully completed at JCCC)	3	MAT 111	College Algebra	3
MATH 171	College Algebra * (if MATH 171 is successfully completed at JCCC)	3	MAT 111	College Algebra	3
MKT 134	Professional Selling	3	BUS 321	Sales and Negotiation	1-3
Select one of the following:					
FASH 277			Fashion Elective		
FASH 268	Field Study: The Market Center *	3	Fashion Elective		

JCCC AAS Fashion Merchandising and Marketing Summer Semester (3 hours)

History OR Literature (3 hours): Visit Arts & Humanities Elective for course options.

JCCC AAS Fashion Merchandising and Marketing Fall Semester (16 hours)

Course Code Code	Course Title Title	Course Hours	Transfer Code Hours	Transfer Title	Transfer Hours
FASH 242	Product Knowledge for Merchandisers	3	FAS 303	Product Development	3
FASH 282	Fashion Internship	1	Fashion Elective		
MKT 146	Introduction to Social Media Marketing	3	BUS 333	Social Media Marketing	3
MKT 230	Marketing	3	BUS 250	Principles of Marketing	3

MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3	FAS 483	Fashion Marketing Analysis	1-2
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Select one of the following:

ECON 132	Survey of Economics	3	Global Studies
ECON 230	Principles of Macroeconomics	3	Global Studies

JCCC AAS Fashion Merchandising and Marketing Spring Semester (16 hours)

Course Code	Course Title	Course Hours	Transfer Code	Transfer Title	Transfer Hours
Code	Title		Hours		
FASH 224	History of Fashion	3	FAS 315	Hist Culture of Dress Fash	3
FASH 231	Merchandising Planning and Control *	3	FAS 270	Merchandising Math	3
FASH 235	Online Retailing	3	Fashion Elective		
FASH 295	Capstone: Merchandising and Marketing *	3	Fashion Elective		
MKT 202	Consumer Behavior (Choice class)	3	BUS 354	Consumer Behavior	3

Select one of the following:

FASH 282	Fashion Internship	1	Fashion Elective
FASH 215		1	Fashion Elective

* JCCC course has a prerequisite or corequisite.

Remaining General Education Courses in addition to AAS to be taken at Stephens College:

Arts and Humanities - 6 hours (must include two different prefixes)

Behavioral and Social Sciences – 6 hours (must include at least two different prefixes, one must be WST)

Communication – 3 hours (must complete Composition II)

Natural Science- 3 hours

Electives – 6 hours (all approved general education courses not used to fulfill another general education core area may be taken to meet this requirement)

Remaining Fashion/Business/ Communication Design courses in addition to AAS to be taken at Stephens College:

BUS 225 Principles of Management – 3 hours

BUS 230 Accounting I – 3 hours

BUS 331 Integrated Marketing Communications – 3 hours

FAS 232 Technology for Fashion Presentation – 3 hours

FAS 285 Fashion Retail Management – 3 hours

FAS 310 Fashion Presentation – 3 hours

FAS 314 Problem Solving for Fashion Marketing/Management – 3 hours

FAS 392 Internship I – 1 hour



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FAS 487 Applied Fashion Marketing/Management Project – 3 hours

FAS 492 Internship – 1 hour

FAS 493 Senior Seminar – 3 hours

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