



Program Map
Fashion Marketing



Degree: Fashion Marketing - Associate of Applied Science (AAS)
 Certificate: Fashion Marketing Level 1 (C1)

BUSINESS

Program Description: The Fashion Marketing curriculum provides students with an understanding of how the fashion industry operates. It prepares them for a career in buying and selling, entry-level management, display and sales promotion activities.

Students interested in transfer should always contact ACC counselors and consult with an advisor or articulation officer from their receiving institution.

Final approval of the degree plan for graduation is provided by the Admissions Office. Application for graduation must be on file in the Admissions Office before the published deadline of the student's final semester. The ACC Catalog contains important information about graduation.

Contact:
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 Department Chair
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 512-223-2072

Department Website
<http://sites.austincc.edu/mkt/>

Use this Program Map to choose courses with your college advisor and track your progress towards milestones and completion of program.

Pre-Degree Requirements		
Program Specific	Reading and Writing Placement <i>Placements based on TSI</i>	Mathematics Placement <i>Placements based on TSI</i>
<input type="checkbox"/> TSI is not mandated for the certificate program. <input type="checkbox"/> Prerequisites for ENGL 1301 – TSI complete in reading and writing or exempt.	<input type="checkbox"/> Basic Developmental Courses <input type="checkbox"/> ESOL Courses <input type="checkbox"/> INRW Courses	<input type="checkbox"/> MATD 0332 – Basic Math Skills <input type="checkbox"/> MATD 042x/032x – ALEKS Sequence <input type="checkbox"/> MATD 0385/0485 – Developing Mathematical Thinking Not prerequisite for MATH 1314/1324 <input type="checkbox"/> MATD 0370 – Elementary Algebra <input type="checkbox"/> MATD 0390 – Intermediate Algebra <input type="checkbox"/> Take MATD 0370 and MATD 0390 to prepare for MATH 1314/1324
SEMESTER-BY-SEMESTER PROGRAM PLAN FOR FULL-TIME STUDENTS <i>Plans can be modified to fit the needs of part-time students by adding more semesters</i>		

C1	D	Semester 1	CR	Advising Notes
	●	EDUC 1300 - Effective Learning: Strategies for College Success	3 <input type="checkbox"/>	Submit graduation application for Certificate (C1) at the start of the semester. All first-time Austin Community College (ACC) students with fewer than 12 SCH of successful college credit must take the EDUC 1300 course in their first semester. All other students can choose a speech course from the Component Area Option section of the Core Curriculum Course List.
●	●	FSHD 1302 – Introduction to Fashion	3 <input type="checkbox"/>	
●	●	FSHD 1308 – Fashion Trends	3 <input type="checkbox"/>	
●	●	BMGT 1347 – Retail Buying OR FSHN 2303 - Fashion Buying	3 <input type="checkbox"/>	
●	●	FSHN 2309 – Fashion Image	3 <input type="checkbox"/>	
●	●	FSHN 2301 – Fashion Promotion	3 <input type="checkbox"/>	For Degree (D) , may be taken in Semester 2
●	●	MRKG 1302 - Principles of Retailing	3 <input type="checkbox"/>	For Degree (D) , may be taken in Semester 2 ACHIEVEMENT: Certificate (C1)
18	21	Program Semester Hours		

C1	D	Semester 2		Meet with your advisor
	•	COMM 2327 - Principles of Advertising	3 <input type="checkbox"/>	
	•	ENGL 1301 – English Composition I	3 <input type="checkbox"/>	
	•	COSC 1301 – Introduction to Computing	3 <input type="checkbox"/>	
9 Program Semester Hours				
C1	D	Semester 3		Meet with your advisor
	•	Mathematics	3 <input type="checkbox"/>	Select from the appropriate section of the Core Curriculum Course List.
	•	ECON 2301 – Principles of Macroeconomics	3 <input type="checkbox"/>	
	•	Language, Philosophy, and Culture OR Creative Arts	3 <input type="checkbox"/>	Select from the appropriate section of the Core Curriculum Course List.
	•	MRKG 1311 – Principles of Marketing	3 <input type="checkbox"/>	
	•	MRKG 2333 – Principles of Selling	3 <input type="checkbox"/>	
15 Program Semester Hours				
C1	D	Semester 4		Meet with your advisor
	•	BUSG 1304 – Financial Literacy	3 <input type="checkbox"/>	Submit graduation application for Degree (D) at the start of the semester.
	•	Restricted Elective	3 <input type="checkbox"/>	* See below for the list of Restricted Electives.
	•	Restricted Elective	3 <input type="checkbox"/>	* See below for the list of Restricted Electives.
	•	FSHN 2320 – Visual Merchandising	3 <input type="checkbox"/>	
	•	FSHN 2388 – Internship – Fashion Merchandising	3 <input type="checkbox"/>	Capstone Course. Internships are expected to deal with several aspects of the job. Fashion Marketing students must have a prerequisite of 9 hours of Fashion Marketing. All student projects will be approved by the program chair of Marketing as well as the instructor of the course. Students may take BMGT 2388 with permission of the program chair. ACHIEVEMENT: Degree (D)
15 Program Semester Hours				
18	60	Total Program Hours		

* Choose Restricted Elective from: **Marketing courses:** BUSI 1311, FSHD 1311, FSHN 1301, MRKG 1313, MRKG 2348, MRKG 2371; **Finance courses:** BUSG 1341; **Drama courses:** DRAM 1341, DRAM 1342.

Career Information

The data below are intended to be a guide and reference tool and represent local and regional employment information for occupations related to this program. This is not a guarantee of job placement in any of these occupations after successful completion of an ACC program.

Example positions available in Fashion Marketing include Purchasing Managers, Purchasing Agents, Wholesale and Retail Buyers, Retail Salespersons

For additional information, visit the following resources:

[Purchasing Managers](http://www.bls.gov/oes/current/oes113061.htm) - <http://www.bls.gov/oes/current/oes113061.htm>

[Buyers and Purchasing Agents, Farm Products](http://www.bls.gov/oes/current/oes131021.htm) - <http://www.bls.gov/oes/current/oes131021.htm>

[Wholesale and Retail Buyers, Except Farm Products](http://www.bls.gov/oes/current/oes131022.htm) - <http://www.bls.gov/oes/current/oes131022.htm>

[Purchasing Agents, Except Wholesale, Retail, and Farm Products](http://www.bls.gov/oes/current/oes131023.htm) - <http://www.bls.gov/oes/current/oes131023.htm>

[Retail Salespersons](http://www.bls.gov/oes/current/oes412031.htm) - <http://www.bls.gov/oes/current/oes412031.htm>

Transfer Information

The Bachelor of Applied Arts and Science (BAAS) is an excellent alternative to the Bachelor of Business Administration (BBA) degree. The [BAAS at Texas State University](#) is designed to offer students the opportunity to earn college credit for prior learning assessment such as work/life experience and non-collegiate instruction. Students must still meet general education requirements and take upper level courses to complete the degree. Texas State's Round Rock campus provides a [transfer planning guide](#) to help students determine which ACC courses meet the requirements for its BAAS.

[Texas A&M University-Central Texas \(TAMUCT\)](#) offers classes in Killeen. To encourage a seamless transfer from community colleges to upper-level work at TAMUCT, the University has developed agreements with Central Texas community colleges to enable smooth transfers without a loss of credits for students who begin their studies with TAMUCT in mind.

Concordia University Texas offers an [online Bachelor of Applied Arts and Science in Business](#). The fully online program is designed around your schedule, so you can learn at your convenience. Classes are taught by professors with industry experience, with an emphasis on relevant, applicable skills.

In addition, students who earn a workforce degree at ACC now have the option to continue their studies and earn a bachelor's degree in business without transferring to a university campus. The [Associate of Applied Science to Bachelor of Applied Arts and Science 3+1 Degree Program](#) allows students who complete an A.A.S. degree at ACC to seamlessly transition to a Bachelor of Applied Arts and Science (B.A.A.S.) degree in business at Concordia University Texas. The program is available beginning Fall 2017.