

FASHION MERCHANDISING and MANAGEMENT

CREDITS 12

INTRODUCTION

The Fashion Merchandising and Management minor provides students with an overview of the fashion industry by exposing them to the fashion value chain which includes design concepts, product development, production, merchandising and marketing.

COURSES

Required

- FASM 101 Global Fashion Insight
- MKTG 217 Retailing Strategy & Structure
- MKTG 328 Merchandise Buying Operations

Select one of the following

- FASH 304 Visual Merchandising
- FASH 470 Global Fashion Value Chain
- FASM 360 The Business of Licensing
- MKTG 301 Contemporary Brand Management

LINK TO MINOR FORM:

<http://www.eastfalls.jefferson.edu/successcenter/inc/pdf/advising/DeclaringaMinor.pdf>