



Program Map 2018-2019 College Credit Catalog
Marketing: 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 transferring should always consult with their area of study advisor, counselor or faculty advisor, and/or with an advisor or articulation officer from their receiving institution to ensure they are taking the right courses to transfer to their intended university.

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 Department Chair
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Department Website
 sites.austincc.edu/mkt/fashion_marketing

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.

The Level 1 Certificate in Fashion Marketing is designed to meet the needs of individuals in the community who desire skills and knowledge in marketing. All of the courses will aid these employees of all industries that are involved in all functions of marketing by allowing them to better understand how these marketing functions can affect the marketing process and how they are interrelated. All courses may be applied towards the Fashion Marketing Associate of Applied Science degree if the student at a later time desires to pursue an associate degree.

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>
Level one certificate awards do not require TSI testing or placement.	<input type="checkbox"/> Basic Developmental Courses <input type="checkbox"/> ESOL Courses <input type="checkbox"/> INRW Courses	<input type="checkbox"/> NCBM and MATD courses paired with MATH courses <input type="checkbox"/> NCBM and MATD courses
SEMESTER-BY-SEMESTER PROGRAM PLAN FOR FULL-TIME STUDENTS <i>D=Degree</i> <i>C1=Level 1 Certificate</i>		
<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	<u>Note:</u> 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 at ACC. All other students can choose a three credit hour course from the Component Area Option of the Core Curriculum Course List.
●	●	FSHD 1302 - Introduction to Fashion	3	
●	●	FSHD 1308 - Fashion Trends	3	
●	●	BMGT 1347 - Retail Buying OR FSHN 2303 - Fashion Buying	3	
●	●	FSHN 2309 - Fashion Image	3	
			15	Program Semester Hours / Meet with your advisor
Semester 2				
●	●	FSHN 2301 - Fashion Promotion	3	<u>Note:</u> For Certificate (C1), may be taken In Semester 1
●	●	MRKG 1302 - Principles of Retailing	3	<u>Note:</u> For Certificate (C1), may be taken In Semester 1 ACHIEVEMENT: Level 1 Certificate in Fashion Marketing
	●	COMM 2327 - Principles of Advertising	3	
	●	ENGL 1301 - English Composition I	3	<u>Prerequisite(s):</u> TSI complete in reading and writing or exempt.
	●	COSC 1301 - Introduction to Computing	3	
			15	Program Semester Hours / Meet with your advisor

Semester 3			
●	Mathematics	3	<u>Note:</u> Select from the appropriate section of the Core Curriculum Course List.
●	ECON 2301 - Principles of Macroeconomics	3	
●	Language, Philosophy, and Culture OR Creative Arts	3	<u>Note:</u> Select from the appropriate section of the Core Curriculum Course List.
●	MRKG 1311 - Principles of Marketing	3	
●	MRKG 2333 - Principles of Selling	3	
		15	Program Semester Hours / Meet with your advisor
Semester 4			
●	BUSG 1304 - Financial Literacy	3	<u>Note:</u> Submit graduation application for Degree (D) at the start of the semester.
●	Restricted Elective	3	<u>Note:</u> Choose restricted electives from Marketing courses: BUSI 1311, FSHD 1311, FSHN 1301; MRKG 1313, MRKG 2348, MRKG 2371; Finance course: BUSG 1341; Drama courses: DRAM 1341, DRAM 1342.
●	Restricted Elective	3	<u>Note:</u> Choose restricted electives from Marketing courses: BUSI 1311, FSHD 1311, FSHN 1301; MRKG 1313, MRKG 2348, MRKG 2371; Finance course: BUSG 1341; Drama courses: DRAM 1341, DRAM 1342.
●	FSHN 2320 - Visual Merchandising	3	
●	FSHN 2388 - Internship - Fashion Merchandising OR MRKG 1391 - Special Topics in Business Marketing and Marketing Management	3	Capstone Course options. <u>Prerequisite(s):</u> Six hours of Fashion Merchandising or other Business courses. ACHIEVEMENT: Associate of Applied Science degree in Fashion Marketing
		15	Program Semester Hours
		Total Program Hours	60

Please always check online at catalog.austincc.edu or meet with your academic or program advisor to ensure that you are viewing the latest and most accurate information.

Career & Transfer Resources

ACC's Career & Transfer websites provide detailed, guided information on career exploration and transfer.

www.austincc.edu/career

www.austincc.edu/transfer

For further information regarding this specific program, please see the Career & Transfer Resources supplement provided in the next section of this Program Map.

Program Map

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Career & Transfer Resources Updated 11/16/18

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

Regional Labor Market Information:

Wholesale and Retail Buyers, Except Farm Products: New workers generally start around \$32,787. Normal pay for Wholesale and Retail Buyers, Except Farm Products is \$50,906 per year, while highly experienced workers can earn as much as \$111,391. Over the last year, 21 companies have posted 147 jobs for Wholesale and Retail Buyers, Except Farm Products. There are currently 958 Wholesale and Retail Buyers, Except Farm Products that are employed in Austin-Round Rock, TX.

Source: <https://austincc.emsicc.com/careers/wholesale-and-retail-buyer-except-farm-products>

For additional information, visit the following resources:

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

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

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

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

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

Bureau of Labor Statistics

Career and labor market research tools (see Quick Reference Guide at <http://www.austincc.edu/career/>):

EMSI: <https://austincc.emsicc.com/>, Bureau of Labor Statistics: <http://www.bls.gov/ooh/>, O*NET: <https://www.onetonline.org/>

Career Resources: ACC's career services website provides information on career exploration and employment at <http://www.austincc.edu/career>. Students are encouraged to consult with their [area of study advisor](#) for additional career assistance. The above information is provided as a guide and reference tool 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. The common job titles listed are representative titles and are provided for career research. These are not the only occupations possible in this area of study.

Transfer Information

The Associate of Applied Science (AAS) in Fashion Marketing prepares students to directly enter the workforce; however, a Bachelor of Applied Arts and Sciences (BAAS) is an excellent alternative to the BBA degree. These degrees apply non-transferable courses and work experience towards the degree. You still must meet general education requirements and take upper level courses.

Transfer Guides: *The universities listed here do not constitute an ACC endorsement. Transfer course evaluations and determination of which courses will count toward a bachelor's degree are made by the receiving transfer institution.*

Texas State University: <http://www.owls.txstate.edu/undergraduate-degrees/applied-arts-sciences.html>

Concordia University Texas: <http://www.concordia.edu/academics/college-of-business-and-communication/baas-in-business.html>

Tarleton State University: <http://www.tarleton.edu/degrees/bachelors/baas-business/>

Texas A&M University - Central Texas: <https://www.tamuct.edu/degrees/undergraduate/business-management.html>

Texas Tech University: https://www.depts.ttu.edu/universitystudies/prospective_students/baas.php

Additional Transfer Resources: ACC's transfer website provides information on additional colleges & universities:

<http://www.austincc.edu/transferguides>. Students are encouraged to consult with a faculty advisor, [area of study advisor](#), and/or their chosen transfer institution to ensure courses taken at ACC will apply toward their bachelor's degree program.