

# FASHION MARKETING

## Associate of Science Degree Bachelor of Science Degree

Fashion Marketing is the business that moves the world's fashions from designers' showrooms to retail sales floors and into the hands of consumers. This fast-paced industry revolves around individuals who exhibit strong business skills and an eye for style.

### PROGRAM OBJECTIVES

- Examine the history of fashion
- Develop an understanding of fabrics
- Understand how garments are constructed
- Compare the quality of clothing
- Identify the components of a profit and loss statement
- Create a six month plan including planned sales, beginning of month stock levels, reductions and planned purchases
- Apply principles of fashion show production to produce a fashion show
- Understand and develop marketing principles
- Demonstrate the fundamentals of retail buying
- Create a store layout and floor plan
- Present a final portfolio

### Additional Objectives - Bachelor of Science Degree

- Develop strategic thinking concerning problems and opportunities facing contemporary global executives
- Understand the principles of international marketing
- Create fashion illustration concepts
- Develop an understanding of global fashion trends
- Discover the relationship of ethics, social responsibility and environmental issues to consumer behavior

- Understand the principles of advertising
- Examine the impact of technology in marketing research
- Develop an understanding of electronic marketing
- Demonstrate an understanding of retail business strategy
- Compare how social issues, the economy and geography influence the design of clothing
- Demonstrate how technology is used in the retail operational environment
- Present a final portfolio

### ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Art Institute of Philadelphia graduates in the Fashion Marketing programs are prepared to seek entry-level positions such as buyers, assistant buyers, merchandisers, special events coordinators, visual merchandisers as well as positions in management and sales promotion.



## REQUIREMENTS FOR ASSOCIATE OF SCIENCE DEGREE

**120 Quarter Credits**  
**Eight 11-Week Quarters or 88 Weeks**

### GENERAL EDUCATION

GE10110	English Composition I
GE10120	Art History: Prehistoric to Mannerist
GE10210	English Composition II
GE10220	College Math
GE10230	Art History: Baroque to Contemporary
GE10320	Effective Speaking
GE10410	Introduction to Psychology
GE20510	Ethics
GE20540	United States History: Early Period
GE20580	Economics
LS10110	Computer Science

### General Education Elective List (Select 1):

GE10130	History of Photography
GE10310	World Literature
GE10330	American Government
GE10430	Environmental Science
GE20590SA	Study Abroad

### CORE COURSES

FM0015PF	Portfolio Foundations Fashion Marketing
FM10412	Introduction to Retailing
FM10422	Retail Math I
FM10432	Apparel Evaluation and Construction
FM20512	Elements of Retail Operations
FM20522	Retail Math II
FM20532	Fashion Show Production
FM20612	Merchandise Management
FM20622	Business Ownership I
FM20712	Business Ownership II
FM20722	Business Operations
FS10111	Fashion History I
FS10112	Survey of Fashion Industry
FS10211	Fashion History II
FS10212	Textiles and Fabrics
FS10310	Visual Merchandising
FS10312	Business Management
FS10322	Introduction to Manufacturing
FS10332	Sales Promotion
FS20612	Marketing
FS20622	Store Planning
FS20632	Graphic Communication in Fashion
GR10130	Color Theory
IN20712FM	Internship I



# FASHION MARKETING

## REQUIREMENTS FOR BACHELOR OF SCIENCE DEGREE

**180 Quarter Credits**  
**Twelve 11-Week Quarters or 132 Weeks**

### GENERAL EDUCATION

GE10110	English Composition I
GE10120	Art History: Prehistoric to Mannerist
GE10210	English Composition II
GE10220	College Math
GE10230	Art History: Baroque to Contemporary
GE10320	Effective Speaking
GE10410	Introduction to Psychology
GE20510	Ethics
GE20540	United States History: Early Period
GE20580	Economics
GE20710	Aesthetics
GE30910	Theories of Communication
GE30920	Logic
GE30950	Music Appreciation
GE31020	Statistics
LS10110	Computer Science
LS31010	Accounting

### General Education Elective List A (Select 1):

GE10130	History of Photography
GE10310	World Literature
GE10330	American Government
GE10430	Environmental Science

### General Education Elective List B (Select 1):

GE20510	Ethics
GE20530	Sociology
GE20550	United States History: 20th Century
GE20560	Western Civilization: Ancient to Renaissance
GE20570	Western Civilization: Reformation to WWII
GE20590SA	Study Abroad
GE20610	Theatre Appreciation
GE20810	History of Film

### General Education Elective List C (Select 1):

GE30930	Issues in American Society
GE30940	Literature and Culture
GE30960	Introduction to Museum Studies
GE30970	History of 20th Century Art
GE31010	Study Abroad
GE31030	Comparative Religions
GE31040	Media & Pop Culture

### CORE COURSES

FM0015PF	Portfolio Foundations Fashion Marketing
FM10412	Introduction to Retailing
FM10422	Retail Math I
FM10432	Apparel Evaluation and Construction
FM20512	Elements of Retail Operations
FM20522	Retail Math II
FM20532	Fashion Show Production
FM20612	Merchandise Management
FM20622	Business Ownership I
FM20712	Business Ownership II
FM20722	Business Operations
FM30912	Special Topics in Fashion Marketing
FM30922	Merchandising Menswear
FM31012	Advertising
FM31022	Fashion Drawing
FM41112	Special Topics in Fashion Marketing II
FM41122	Portfolio I
FM41212	Marketing Research
FM41222	Marketing in an Electronic Environment
FM41232	Portfolio II
FS10111	Fashion History I
FS10112	Survey of Fashion Industry
FS10211	Fashion History II
FS10212	Textiles and Fabrics
FS10310	Visual Merchandising
FS10312	Business Management

FS10322	Introduction to Manufacturing
FS10332	Sales Promotion
FS20612	Marketing
FS20622	Store Planning
FS20632	Graphic Communication in Fashion
FS20812	Consumer Behavior
FS20822	Graphic Communication in Fashion II
FS20832	Trends and Concepts in Apparel
FS20842	Entrepreneurship
FS30912	Product Development
FS30922	International Marketing
FS31012	Current Designers
GR10130	Color Theory
IN20712FM	Internship I
IN41210FM	Internship II

