

FASHION MERCHANDISING AND MANAGEMENT MINOR

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.

Link to Minor Form

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

Courses

Code	Title	Credits
Required		
FASM 101	Global Fashion Insight	3
MKTG 217	Retailing Strategy & Structure	3
MKTG 328	Merchandise Buying/Operations	3
Select one of the following:		3
FASM 304	Visual Merchandising	3
FASM 470	Global Fashion Value Chain	3
FASM 360	The Business of Licensing	
MKTG 102	Principles of Marketing	3
Total Credits		21