

# Fashion Marketing

Program Number: 10-104-4

## Associate in Applied Science Degree

Business & Marketing Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6486 or  
(800) 322-6282 Ext. 6486

### About the Program

Fashion Marketing is a two-year associate degree program designed for people with a creative flair and an interest in business and fashion. The program presents exciting career opportunities for people who have the ability and interest to create, develop and promote new fashion products and services. Opportunities in retail, wholesale, manufacturing and related marketing fields are available to graduates of the program. Professional courses stress an understanding of marketing activities and knowledge of fashion products and practices. Study tours to markets and fashion centers such as Italy, New York, Chicago and Minneapolis as well as guest lecturers and seminars in and out of scheduled class time enrich class studies and enable students to explore career opportunities. Second-year students enroll in the Internship course during the summer semester and receive supervised work experience. Fashion students are also mentored by industry professionals.

Students take a variety of courses in Fashion Marketing, General Marketing, and Arts and Sciences. Sixty-seven credits are required for graduation. The program offers articulation agreements with many local high schools and transferability with some four-year colleges.

The Fashion Marketing Program is directed by an Advisory Committee of people from area businesses, including, Fair Indigo, Old Navy, The Boston Store, The Buckle, Lands End, Victoria's Secret, Macy's Aeropostale, Maurices, Wintersilks, Brava Magazine, and Terese Zache Designs. These companies employ many program graduates and often offer internships to Madison College students.

A Retail Management Certificate is also available. See the website ([matcmadison.edu](http://matcmadison.edu)) for more information.

## Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2011-2012 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program. Current/continuing students should consult their degree progress report available through their student center ([myMadisonCollege](http://myMadisonCollege)) account for specific graduation requirements. Program requirements are subject to change.

### FIRST YEAR

First Semester		Credits	Hrs/week Lec-Lab
10-104-102	Marketing Principles .....	3	3-0
10-104-161	Marketing Technology Applications.....	3	2-2
10-104-195	Fashion Analysis.....	2	3-0
10-104-197	Apparel Marketing.....	3	3-0
10-104-198	Fashion CAD.....	1	1-0
10-801-195	Written Communication .....	3	3-0
10-809-199	Psychology of Human Relations.....	3	3-0
<b>Semester Total</b>		<b>18</b>	

### Second Semester

10-104-104	Selling Principles.....	3	3-0
10-104-125	Principles of Advertising .....	3	3-0
10-104-194	Visual Merchandising* .....	3	3-0
10-104-196	Textiles* .....	2	2-0
10-804-123	Math with Business Applications.....	3	3-0
<b>Semester Total</b>		<b>14</b>	

### Summer Semester

10-104-157	Fashion Internship .....	3	3-0
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### SECOND YEAR

#### First Semester

10-104-113	Leadership Strategies in Marketing.....	3	3-0
10-104-118	Store Operations* .....	3	1-6
10-104-123	Merchandise Planning and Control* .....	3	3-0
10-801-198	Speech .....	3	3-0
10-801-195	Economics .....	3	3-0
<b>Semester Total</b>		<b>15</b>	

#### Second Semester

10-104-103	Marketing Research.....	3	3-0
10-104-117	Store Management* .....	3	1-6
10-104-182	Portfolio Presentation/Job Shop.....	3	3-0
20-809-276	Business Ethics**.....	3	3-0
10-809-197	Contemporary American Society.....	3	3-0
	Elective.....	3	3-0
<b>Semester Total</b>		<b>18</b>	

\* Courses offered in semester shown only.

\*\* Other course options are available. See program advisor for information.



## Program Courses

### 10-104-102 Marketing Principles 3 credits

This foundation course introduces students to the marketing process and how it operates in today's dynamic organizations. The entire marketing mix is examined on a broad scale. Topics include: market segmentation and targeting strategies, market research, consumer behavior, product development, pricing policies, distribution and an overview of promotion. Provides a comprehensive overview of the exciting world of marketing.

### 10-104-103 Market Research 3 credits

Businesses today need current information on which to base their marketing decisions. Students gather marketing information from primary and secondary sources using online sources. Prerequisite: 10-104-102 and 10-104-161.

### 10-104-104 Selling Principles 3 credits

Acquaints students with the basic principles and applications of the sales process as they apply to industrial, wholesale and retail selling situations. Includes prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up.

### 10-104-110 Supervision Principles 3 credits

Introduces the principles, methods and techniques of supervision and their application to case problems. Special attention is given to problem-solving, small group decision-making, teamwork and the supervisor-employee relationship.

### 10-104-117 Store Management 3 credits

Students in this course are responsible for managing Olivia's Gifts, a gift shop located on campus. Training in all aspects of store management with special emphasis in customer service, merchandising, financial planning and control, personnel, promotion, security, selling and sales management, and store layout and housekeeping.

### 10-104-118 Store Operations 3 credits

Students in this course are responsible for the operation of Olivia's Gifts. Training in all aspects of store operation with special emphasis on selling, merchandising, pricing, loss prevention and visual presentation is stressed. Students are required to attend at least one trade show during the semester to help select merchandise for the store.

### 10-104-123 Merchandise Planning and Control 3 credits

Students analyze the buying and merchandising functions in various types of organizations. The principles, procedures and techniques practiced by merchandisers are studied. Students may have the opportunity to interview a buyer, visit a market, participate in a floor move in a local business, compile a resource folder of relevant tools for buyers, and/or complete a computer simulation. Prerequisites: 10-104-194, 10-104-195, 10-104-196, 10-104-197, or instructor consent.

### 10-104-157 Fashion Internship 3 credits

Internship offers practical work experience to third and fourth semester students in the Fashion area. Experiences that cannot be acquired in the classroom environment provide the student with the opportunity to blend theory with practice in an approved work setting, offered in the summer semester.

### 10-104-161 Marketing Computer Applications 3 credits

Students acquire various technology skills and apply it to marketing-related business requirements. Through hands-on experience, students will complete projects related to word processing, spreadsheets, databases, presentations, web navigation and Internet communications. In addition, effective presentation techniques, proper file management and appropriate email etiquette are emphasized. Prerequisites: introduction to computers, basic keyboard or equivalent work experience.

### 10-104-182 Portfolio Presentation 3 credits

This course includes an overview of methods to searching for a position in the Fashion Marketing field. We explore on and off line methods of personal and academic assessment. Mock interviews, including a viewing of your portfolio work, will be video taped. Resume writing and personal correspondence are included in a personalized approach.

### 10-104-193 Introduction to Promotion 3 credits

Introduces students to the theory and practice of integrated marketing communications (IMC). Elements of the promotions mix are summarized including advertising, public relations and sales promotion. Characteristics of major media, including print and broadcast are examined. This course is an overview and is not intended for students enrolled in the Marketing program.

### 10-104-194 Visual Merchandising 3 credits

The principles and elements of design are incorporated into interior and exterior merchandise presentation. Coordination of the total sales promotion effort is emphasized. Students are required to build many types of displays.

### 10-104-195 Fashion Analysis 2 credits

Students work with the elements and principles of design as they relate to fashion promotion and products. Forecasting, creativity and a grasp of the influences and sources of design are major components of the course. Computer-aided design is used to enhance the course. Co-requisite: 10-104-198.

### 10-104-196 Textiles 2 credits

Focuses on the technical information regarding fabrics and fibers required by apparel managers and merchandisers, and its application to merchandise buying and sales staff training.

### 10-104-197 Apparel Marketing 3 credits

Students study the types of business enterprises, activities, operations, interrelationships and practices in the fashion industry. Careers in each of these areas are explored. This is a survey course with emphasis on terminology and key sources of information in the industry.

### Recommended Electives

10-103-139	Excel-Intermediate	1 credit
10-104-107	Marketing Management	3 credits
10-104-124	Retail Management	3 credits
10-104-168	eCommerce in Marketing	3 credits
10-104-183	International Business in Fashion	2 credits
10-104-185	Customer Service Management	3 credits
10-104-186	History of Costume	3 credits

Also recommended, computer software courses.

## Career Potential:

- Marketing
- Merchandising
- Planning and Distribution
- Product Development
- Production
- Public Relations
- Sales Representative
- Store Operations
- Store Management
- Visual Merchandising

*More detailed and updated information on this program may be available at: [madisoncollege.org](http://madisoncollege.org). The college reserves the right to make changes in the regulations and courses announced in this publication without notice.*

*Madison Area Technical College provides equal opportunity in education and employment.  
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