

BUSINESS: FASHION BUYING AND MERCHANDISING

HEGIS: 5004
SUNY CODE: 0652

This program prepares students for careers in the fashion buying and fashion merchandising fields. Graduates may be prepared for a variety of positions including retailing, advertising, public relations, fashion merchandising, retail and wholesale sales, retail management, buying, and other positions within the retail industry.

Career Opportunities

Graduates are prepared for a variety of entry-level positions in the fashion buying and fashion merchandising fields. Examples include retailing, buying, retail management, distribution, public relations, advertising and sales within the fashion industry.

		1st Year			
1st Semester		Credits	2nd Semester	Credits	
BU 111 Business Organization & Management	3		BU 114 Accounting I	4	
BU 151 Introduction to Fashion Merchandising	3		BU 141 Introduction to Marketing	3	
BU 221 Public Relations	3		BU 143 Advertising	3	
EN 111 English I	3		BU 157 Understanding Textiles	3	
FS 100 Freshman Seminar	1		HU125 Elements of Photography OR	3	
IS 111 Keyboarding Essentials	1		HU126 Fashion Illustration	3	
Mathematics Elective	3				
	Total 17			Total 16	

		2nd Year			
3rd Semester		Credits	4th Semester	Credits	
BU 156 The History of Fashion	3		BU 112 Business Communications	3	
BU 222 Professional Selling	3		BU 145 Principles of Retailing	3	
EN 112 English II	3		BU 205 Retail Buying	3	
Liberal Arts Elective	3		Business Elective*	3	
Science Elective	3		Social Science Elective	3	
Physical Education Activity	1		Physical Education Activity	1	
	Total 16			Total 16	

65 Credits Required
for the
Associate in Applied Science Degree

* Students may choose from: BU 121, BU 142, BU 203, BU 232, BU 238, or BU 245.

For more information, contact the Business/Computer Division
at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8240.