

BUSINESS: FASHION BUYING AND MERCHANDISING

HEGIS: 5004
SUNY CODE: 0652

This program prepares graduates for careers throughout the fashion industry including positions in buying, fashion merchandising, retail and wholesale sales, retail management, marketing, and other positions within the industry. Students receive a solid background in business courses along with liberal arts courses.

Career and Transfer Opportunities

Graduates of this program have moved into entry-level positions with local and national firms. While not designed as a transfer program, graduates have continued their education at schools such as the Fashion Institute of Technology, SUNY Buffalo, SUNY Oneonta, LIM College, Lasell College and Cazenovia College.

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 First Year Student Seminar	1	Liberal Arts Elective	<u>3</u>
IS 111 Keyboarding Essentials	1		
Mathematics Elective	<u>3</u>		
Total	17	Total	16

2nd Year			
3rd Semester	Credits	4th Semester	Credits
BU 156 History of Costume	3	BU 112 Business Communications	3
BU 225 Customer Service Management	3	BU 145 Principles of Retailing	3
EN 112 English II	3	BU 205 Retail Buying	3
Liberal Arts Elective	3	BU 240 Fashion Show Production OR	3
Science Elective	3	Business Elective	3
Physical Education Activity	<u>1</u>	Social Science Elective	3
Total	16	Physical Education Activity	<u>1</u>
		Total	16

*65 Credits Required
for the
Associate in Applied Science Degree*

Students should consult with their academic advisor for appropriate course selections.

*Students may choose HU 126 Fashion Illustration.

For more information, contact the Business, Health, Science and Information Technology Division at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8230/8240.