

Retail Management – Fashion Buying Option

The Fashion Buying Option leads to an Associate in Applied Science (A.A.S.) degree. The program prepares students for a career path in fashion and related industries as a fashion assistant, fashion buyer, consultant, boutique owner-manager, fashion writer or advertising and display assistant. Part of the preparation includes an industry work-study experience or a substitute educational experience. In addition to a thorough grounding in marketing and retailing techniques and concepts, students take supplemental courses in other business areas, communications and the social and natural sciences.

A Fashion Buying Certificate Program is also offered for students interested in a one-year certificate program. For details, refer to the program description and requirements for Fashion Buying Certificate on the next page of this Catalog.

Program Entry Requirements:

This program is open to interested students, assuming space is available. However, new students are normally required to take the College's placement tests at their time of entry.

Students identified as needing developmental course work must satisfactorily complete the appropriate English and mathematics courses as a part of their program.

Program of Study and Graduation Requirements:

To qualify for the A.A.S. degree in Retail Management with a specialization in Fashion Buying, the student must successfully complete 65 credit hours minimum as prescribed and attain a grade-point-average of 2.0 (C average).

Recommended Course Sequence	Course Number and Name	Prerequisite or Corequisite	Credits
Program Core Courses - Retail Management - Fashion Buying Option			
1	MNGT 121 - Introduction to Business	ENGL 101 which may be taken concurrently	3
2	MKTG 135 - Retailing Principles and Management	MNGT 121 or MKTG 131, which may be taken concurrently or Dept Head approval	3
3	ACCT 101 - Financial Accounting		4
4	MNGT 111 - Business Mathematics	MATH 017	3
6	MKTG 234 - Retail Buying	MNGT 121, which may be taken concurrently	3
8	ECON 181 - Principles of Economics (Macroeconomics)		3
11	MNGT 144 - Small Business Management	MNGT 121, which may be taken concurrently	3
12	MKTG 131 - Principles of Marketing	MNGT 121	3
13	MNGT 199 - Cooperative Work Experience	MNGT 142, MKTG 238	3
14	MKTG 238 - Marketing and Management Problems	MNGT 141, MKTG 131	3
15	MKTG 236 - Fashion Merchandising		3
16	MKTG 232 - Advertising and Sales Promotion	MKTG 131 or Dept. Head Approval	3
17	MNGT 142 - Management Information Systems	CIS 103, MNGT 141, MKTG 131	4
18	MKTG 239 - Textiles		3
General Education Courses (See page 31 for information on disciplines which meet these requirements.)			
5	ENGL 101 - English Composition I		3
7	Social Science Elective		3
10	ENGL 102 - English Composition II	ENGL 101	3
9, 19	Math/Science Elective ¹		6/8
20	Social Science Elective		3
Directed Electives			
21	Business Elective (any MKTG, MNGT or RE course selected in consultation with the Department Head)		3

Total to Graduate: 65 credits minimum

¹Math/Science Elective courses listed are recommended. They may be substituted with similar or related courses with permission of the Department Head: PHYS 105, CHEM 101, BIOL 106, STS 101, MATH 161 or higher level math.

For More Information Contact:

The Division of Business and Technology, Room C1-9, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone 215-496-6164; or the College Information Center, 215-751-8010.