

Fashion Marketing and Management

Dean, School of Design and Fashion: Monica McMurry, M.S.

Coordinator: Courtney Cothren, M.B.A.

The interdepartmental program in fashion marketing and management provides a unique opportunity for students wishing to prepare for a career in that field. The program is significant in its emphasis on necessary specialized skills, within the larger context of the liberal arts offerings of the College. Planned cooperatively by the School of Design and Fashion and the Department of Business and Marketing, the fashion marketing and management program allows students to master the skills necessary for professional success through the application of those skills to instances of critical decision-making and hands-on, real industry projects in classroom and internship experiences.

Fashion marketing and management at Stephens College gives the student many options. Depending on individual career goals, students may wish to consider a minor in one of the following areas: Graphic Design, Special Event Planning, Public Relations, Integrated Media or Interior Design. These combinations increase the student's competitive edge when seeking employment at managerial levels. Career options for our graduates have included: manufacturer's representative, visual merchandiser, store manager, merchandise buyer, stylist, fashion editor/journalist, public relations director, product developer and planner, to name a few. Stephens encourages a student to consider entrepreneurial goals as well. The Fashion department also allows the student to change directions in her education if she finds newly examined options are better suited to her goals. Students who maintain a commitment to fashion marketing and management throughout their education at Stephens will be among the most well-prepared undergraduates in the country.

Requirements for the B.S. Major in Fashion Marketing and Management

The bachelor of science major in fashion marketing and management requires completion of liberal arts requirements, 33 semester hours in FAS, and 15 semester hours in BUS. In addition, students are required to take 3 hours in CIS, 3 hours in ECO, and 6 hours in ACC. Students must earn a C- or better in all required courses within the Bachelor of Science fashion marketing and management program. Students may not continue to the next level class until the prerequisite class is passed with a C- or better. BUS 350: Principles of Finance is not a required course, but it is strongly recommended for the student considering graduate school.

Required Courses

ACC 210: Accounting I (3 hrs.)
ACC 220: Accounting II (3 hrs.)
BUS 171: Introduction to Entrepreneurship (3 hrs.)
BUS 225: Principles of Management (3 hrs.)
BUS 250: Marketing (3 hrs.)
BUS 305: Human Resource Management (3 hrs.)
BUS 331: Integrated Marketing Communications (3 hrs.)
CIS 206: Introduction to Information Systems (3 hrs.)
ECO 202: Microeconomics (3 hrs.)
FAS 170: Survey of the Fashion Industry (3 hrs.)
FAS 203: Textiles (3 hrs.)
FAS 270: Foundations of Fashion Marketing Management (3 hrs.)
FAS 285: Concepts of Retail Control (3 hrs.)
FAS 303: Product Development (3 hrs.)
FAS 310: Fashion Show Production and Coordination (3 hrs.)
FAS 314: Fashion Industry Strategies and Decision Making (3 hrs.)
FAS 315: Pre-20th Century Costume (3 hrs.) **or** FAS 375: 20th Century Costume (3 hrs.)
FAS 401: Applied Fashion Marketing Management Project (3 hrs.)
FAS 493: Current Issues in the Global Fashion Industry (2 hrs.)
FAS 496: Post Internship Seminar (2 hrs.)
INT 210: Pre-Internship Development (1 hr.)

Independent Study

Independent studies (special studies, tutorials, readings, projects) may be proposed by the student who wishes to investigate a subject not otherwise available. All independent studies are subject to the approval of design and fashion faculty. Information about independent study may be obtained in department offices or in the Office of the Registrar. All proposed independent studies will be approved by a consensus of the entire fashion faculty prior to student registration in such a course.