

## LANSING COMMUNITY COLLEGE

### CURRICULUM GUIDE

Fashion Retail & Marketing  
Associate in Applied Science Degree

Curriculum Code: 1771 (Effective Fall 2015 – Summer 2020)

Fashion Marketing investigates the relationships between the business of the fashion industry and consumers including the development, promotion, advertising, and retailing aspects of this global industry. Fashion Marketing works by using current trends in fashion to analyze, develop, and implement sales strategies across multiple mediums. The Associate in Applied Science degree provides students with an option for a career or the requisite foundation for transfer to a four-year college or university. Not all courses in this program transfer to all colleges. Students planning to transfer should see program advisor before enrolling in any course.

Successful fashion marketers understand that recognizing consumer trends, strong branding, and a desirable product image are all essential elements to building an effective and meaningful campaign.

#### PREREQUISITES

Students should see [Course Descriptions](#) for course prerequisite information. See [Academic Assessment and Placement Testing for Student Success](#) for skills assessment and advising information.

#### INFORMATION

Contact the Communication, Media and the Arts Department, Gannon Building, Room 131, telephone number (517) 483-1546 (website: [www.lcc.edu/cma/](http://www.lcc.edu/cma/)) or the Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

#### REQUIREMENTS

**TOTAL: 42 CREDITS**

CODE	TITLE	CREDIT HOURS
ARTS 102	Design & Communication (See Note 1)	3
ARTS 151	Color	3
ARTS 212	Art Hist from the Renaissance (See Note 1)	4
FASH 100	Fashion Sketching	3
FASH 103	Fundamentals for Fashion	3
FASH 105	Fashion Computer-Aided Design	3
FASH 120	Intro to the Fashion Industry	3
FASH 260	Retail Buying/Fashion Planning	3

FASH 263	Fashion Internship	3
FASH 270	Fashion Portfolio	2
MGMT 150	Managing Consumer Relations	3
MGMT 234	Diversity in the Workplace	3
MKTG 130	Retailing	3
MKTG 200	Principles of Marketing	3

**LIMITED CHOICE REQUIREMENTS**

**TOTAL: 21–23 CREDITS**

Complete the indicated number of credits from **EACH CHOICE** listed below.

**CHOICE 1: [General Education Core Areas](#) 0 Credits**

(See *General Education Core Requirements* for information on how to fulfill these requirements.

Core area proficiency exams, where appropriate, are available for each core area.)

Communication Core Area (See Note 1)	0
Global Perspectives and Diversity Core Area (See Note 1)	0
Mathematics Core Area (See Note 2)	0
Science Core Area (See Note 3)	0
Writing Core Area (See Note 4)	0

**CHOICE 1A: Math Core 3–4 Credits**

MATH 112	Intermediate Algebra	4
MATH 118	The Art of Geometry	3
MATH 119	Math Applications for Living	4

**CHOICE 1B: Science Core 4 Credits**

BIOL 120	Environmental Science	4
PHYS 120	The Art of Physics	4

**CHOICE 1C: Writing Core 3 Credits**

WRIT 124	Technical Writing	3
WRIT 127	Business Writing	3

**CHOICE 2: Discipline Related 11–12 Credits**

ARTS 153	Image and Idea	3
BUSN 118	Introduction to Business	3
FASH 101	Fashion Special Topics	2–3
FASH 231	Fash Hist through 19 <sup>th</sup> Century	3
FASH 232	Fash Hist–20 <sup>th</sup> Century Onward	3
MGMT 200	Creative Thinking for Business	3
MGMT 231	Developing & Leading Teams	3
MKTG 221	Consumer Behavior	3

**MINIMUM TOTAL 63**

**NOTES:**

1. Students completing “Requirements” have fulfilled the requirements for this Core area.
2. Students completing “Choice 1A” have fulfilled the requirements for this Core area.
3. Students completing “Choice 1B” have fulfilled the requirements for this Core area.
4. Students completing “Choice 1C” have fulfilled the requirements for this Core area.

**SUGGESTED COURSE SEQUENCE**

Students should see course descriptions to find out when departments plan to offer courses. Students who for any reason are unable to follow the course sequence suggested below (for example, those who are part-time, have transferred in courses from another school, or have prerequisites to fulfill) should contact an academic advisor for help with adjustments.

<b>I – FALL</b>	<b>II – SPRING</b>	<b>III – SUMMER</b>	<b>IV – FALL</b>
ARTS 151	FASH 120	FASH 263	ARTS 212
FASH 100	FASH 260	Lim.Ch.2	MKTG 130
FASH 103	MGMT 150		MKTG 200
FASH 105	MGMT 234		Lim.Ch.1–SCIENCE
Lim.Ch.1–WRITING	Lim.Ch.1–MATH		Lim.Ch.2

  

<b>V – SPRING</b>
ARTS 102
FASH 270
Lim.Ch.2
Lim.Ch.2