

FASHION MARKETING TECHNOLOGY (TC-FMT; AAS-FMT)

The Fashion Marketing Technology program of study is designed to provide specialized instruction in all phases of fashion marketing in order to prepare students for careers in fashion and its related professions and industries such as manager, wardrobe consultant, buyer, sale representative, visual merchandiser, and fashion director. A combination of class work and practical experience is stressed. Completion of the two-year program leads to an Associate in Applied Science degree. A one-year certificate of award in Fashion Marketing is also available.

Campus Locations: Rankin – 601-936-5502; Raymond – 601-857-3228

Associate of Applied Science Degree Option (2 Years):

<u>COURSE</u>	<u>#COURSE TITLE</u>	<u>LEC</u>	<u>LAB</u>	<u>SWE</u>	<u>SCH</u>
1st Year 1st Semester					
ENG1113	English Composition I	3	0	0	3
MMT1113	Principles of Marketing	3	0	0	3
FMT1113	Fashion Design Fundamentals	2	2	0	3
FMT1213	Fashion Marketing	2	2	0	3
	**Computer Related Elective	3	0	0	3
					TOTAL 15
1st Year 2nd Semester					
MMT1313	Personal Selling	3	0	0	3
MMT1323	Advertising	3	0	0	3
MMT2213	Principles of Management	3	0	0	3
FMT1313	Textiles in Fashion	2	2	0	3
FMT2513	Image & Wardrobe Consulting	1	4	0	3
SPT1113	Oral Communications	3	0	0	3
					TOTAL 18
2nd Year 1st Semester					
FMT2414	Visual Merchandising	2	4	0	4
FMT2613	Fashion Sales Direction	1	4	0	3
	MMT/FMT Elective	3	0	0	3
	Math/Science Elective	3	0	0	3
	Humanities/Fine Arts Elective	3	0	0	3
					TOTAL 16

2nd Year	2nd Semester				
MMT1753	Marketing Seminar	3	0	0	3
FMT1233	Buying	2	2	0	3
FMT 2936	Internship in Fashion Marketing	0	0	18	6
	Social/Behavioral Science Elective	3	0	0	3
					TOTAL 15

***Suggested Electives**

MMT1413	Merchandising Math
MMT2243	Marketing Case Studies
MMT2333	Multimedia Presentations in Marketing
MMT2423	Retail Management
MMT2513	Entrepreneurship
MMT2613	International Marketing
MMT2916	Internship in Business and Marketing Management Technology
FMT1223	Product Knowledge
ACC1213	Principles of Accounting
BAD2533	Microcomputer Applications
BOT1213	Professional Development
BOT2813	Business Communication
MFL1213	Spanish

**** Suggested Computer Electives**

MMT2333	Multimedia Presentation in Marketing
BAD2533	Microcomputer Applications
Other Instructor Approved Academic or Technical Course	

COMPLETION AWARD: Associate in Applied Science Degree

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Technical Certificate Option – 1 Year:

<u>COURSE</u>	<u>#COURSE TITLE</u>	<u>LEC</u>	<u>LAB</u>	<u>SWE</u>	<u>SCH</u>
1st Year 1st Semester					
MMT1113	Principles of Marketing	3	0	0	3
FMT1113	Fashion Design Fundamentals	2	2	0	3
FMT1213	Fashion Marketing	2	2	0	3
FMT1223	Product Knowledge	2	2	0	3
FMT2414	Visual Merchandising	2	4	0	4
FMT2613	Fashion Sales Direction	1	4	0	3
					TOTAL 19
1st Year 2nd Semester					
MMT1313	Personal Selling	3	0	0	3
MMT1323	Advertising	3	0	0	3
MMT2213	Principles of Management	3	0	0	3
FMT1233	Buying	2	2	0	3
FMT1313	Textiles in Fashion	2	2	0	3
FMT2513	Image & Wardrobe Consulting	1	4	0	3
					TOTAL 18
COMPLETION AWARD: Technical Certificate (One Year)					37