



# DAVIS COLLEGE

4747 Monroe Street  
Toledo, OH 43623

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## Retail Management and Fashion Merchandising Associate Degree

The Retail Management and Fashion Merchandising Associate Degree program is designed to prepare the student for positions within the retail and fashion merchandising profession. Emphasis is placed on providing students with a solid foundation in visual design and merchandising techniques, marketing and sales, management and communication.

Upon completion of the Associate of Applied Business degree with a major in Retail Management and Fashion Merchandising, the Davis College graduate will be prepared to:

- Apply visual merchandising and design skills to create visual merchandising displays.
- Acquire, retain, develop, evaluate, and promote employees who match position requirements and fulfill organizational objectives.
- Critically analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed.
- Apply retail management techniques including merchandise budget planning, buying merchandise, managing store employees, reducing inventory losses, and managing customer service.
- Apply the marketing principles involved in distribution, promotion, pricing of a product, and product development.
- Apply generally accepted accounting principles to measure, process, and communicate financial information about a business entity.
- Identify designers and understand their impact on the retail and fashion industry; utilize fundamental sales presentation skills, fashion forecasting skills, and target market analysis skills; analyze the recurring progression of the historical fashion cycle; and explore career opportunities in fashion.
- Use oral and written communication skills to interact effectively with clients and co-workers.
- Apply the principles and intentions of the General Education and the Business Core purposes.

## Mid-Program Assessment

When a student has completed approximately 45 hours in the Retail Management and Fashion Merchandising program, including MGT102 and MKT101, he/she will participate in an interview with the Department Chairperson and/or Department faculty. This interview will focus on assessing the skills the student is learning to determine adequate progression in the program and will allow the student the opportunity to determine a focus for the remainder of the program.

## Program Outline

Course No.	Course Title	Cr. Hrs.
ACC101	Accounting Principles I	4
FSH115	Cultural Influences in Fashion	4
FSH200	Fashion Principles	5
MGT102*	Introduction to Business	5
MGT118	Special Event Management	3
MGT251	Retail Management and Fashion Merchandising Externship	3
MGT---	Management Elective (MGT211 or MGT213)	4
MKT101*	Merchandising	4
MKT201	Marketing	5
MKT206	Principles of Selling	4
MKT239	Visual Merchandising	4
MGT/MKT	Management or Marketing Elective (MGT105, MGT115, MKT220, MKT221, MKT230)	4
OAM223	Business Communications	4
COM121	Composition I	5
COM122	Composition II	4
COM---	Communication Elective (COM201 or COM202)	4
HUM---	Humanities Elective	3
MTH102	Introductory Algebra I	5
SCI---	Science Elective	3
SSC201	Economics	4
SSC---	Social Science Elective	4
IDS110*	Forum on Technology and Resources	5
<b>Total Program Credit Hours</b>		<b>94</b>

\*Required as part of 45 hours completed before Mid-Program Assessment