Fashion Marketing Specialist

TECHNICAL DIPLOMA     Program Code: 30-104-4  |  Oak Creek Campus

Design a career that combines your interests in fashion, merchandise trends, sales and marketing. Through coursework in visual merchandising, customer service, marketing and selling principles, communication and basic computer software skills, this program prepares students for fashion retail opportunities in a variety of settings.

Workplace Competencies
Employers will expect graduates to:
• Describe merchandise and demonstrate/explain use, operation, and care of merchandise to customers
• Recommend, select and help locate or obtain merchandise based on customer needs and desires
• Compute sales prices, total purchases, and receive and process cash or credit payment

Career Outlook
For fashion retail positions, the projected national job growth through 2020 is expected to be 17%. Projected Wisconsin job growth during this period is expected to be 11%.

Admission Requirements
• A high school diploma or GED
• Demonstration of proficiency in basic skills through a course placement assessment

After earning this diploma, the credits can be applied to completing the Fashion/Retail Marketing associate degree.

Start dates: August and January
**Possible Careers**

- Buyer
- Department Manager
- Visual Merchandiser

**Related Programs**

- Fashion/Retail Marketing
- Retail Marketing Specialist

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**Fashion Marketing Specialist**

**Curriculum**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>3</td>
<td>MKTG-102</td>
<td>Marketing Principles</td>
</tr>
<tr>
<td>3</td>
<td>COMPSW-106</td>
<td>Introduction to MS Office</td>
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<tr>
<td>3</td>
<td>MKTG-124</td>
<td>Apparel Marketing</td>
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<tr>
<td>3</td>
<td>MKTG-119</td>
<td>Visual Merchandising</td>
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<td>3</td>
<td>MKTG-107</td>
<td>Customer Service Management</td>
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<tr>
<td>3</td>
<td>MKTG-140</td>
<td>Fashion Analysis</td>
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<td>3</td>
<td>MKTG-104</td>
<td>Selling Principles</td>
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<tr>
<td>3</td>
<td>ENG-151</td>
<td>Communication Skills 1 ‡</td>
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<td>(or) ENG-201</td>
<td>English 1</td>
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**TOTAL CREDITS:** 24

‡ Prerequisite required.

Curriculum requirements are subject to change.

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For complete information, go to matc.edu/business/index.cfm

To apply for financial aid, visit fafsa.ed.gov
School Code: 003866

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