

A.A.S. RETAIL MERCHANDISING

Department: Business

Total credits: 60

COLLEGE REQUIREMENTS**CREDITS**

Successful completion of CUNY Tests in Reading and Writing and the COMPASS Math Skills Test with passing examination scores or developmental courses may be required.

One (1) Writing Intensive course in any discipline from any category below is required. Participation in a Learning Community that includes ENG 1200 or 2400 also satisfies this requirement.

• Two (2) Civic Engagement experiences—satisfied by CE-Certified or CE-Component courses or approved outside activity. Refer to the *Degree Requirements* section of this catalog.

CUNY CORE

Approved Required and Flexible Core courses are listed in the *General Education: CUNY Pathways* section of this catalog. When possible it is recommended you fulfill your Required and/or Flexible Core requirements with courses also required for the major.

REQUIRED CORE:

ENG 1200	3
ENG 2400	3
± Mathematical & Quantitative Reasoning	3
± Life and Physical Sciences	3

FLEXIBLE CORE:

Nine (9) credits with one (1) course from three (3) groups A-E. Each course from a different discipline. 9

- A. World Cultures & Global Issues
- B. U.S. Experience In Its Diversity
- C. Creative Expression
- D. Individual & Society
- ± E. Scientific World

DEGREE REQUIREMENTS §**All majors must take:**

Fundamentals of Business (BA 1100)	3
Business Law (BA 1200)	3
Principles of Marketing (BA 1400)	3
Introduction to Computer Concepts (BA 6000)	3
Elements of Marketing Management (RM 3100)	3
Salesmanship (RM 3300)	3
Merchandising Planning & Control (RM 3400)	3
Seminar & Field Experience (RM 9200)	3
Critical Issues in Personal Health (HE 1400)	1

PLUS, SELECT ONE OF THE FOLLOWING CONCENTRATIONS:

FASHION MERCHANDISING:

Textile & Non-Textile Analysis (FM 3500)	3
Product Development (FM 3200)	3
Fashion Merchandising (FM 3700)	3
Fashion Sales Promotion (FM 3900)	3

MARKETING MANAGEMENT:

Fundamentals of Accounting I (ACC 1100)	4
Advertising: Theory and Practice (BA 5200)	3
Consumer Behavior (RM 3000)	3

ELECTIVES: 2-4 credits sufficient to meet required total of 60 credits.

± Note: You may elect to take a math or science course that is 4 credits or more. TAP counts 3 credits towards the requirement and the 4th credit as elective.

§ Consultation with the Department Advisor is required and students must meet jointly registered program's requirements.

STUDENT LEARNING OUTCOMES

Demonstrate a level of mathematical and computer skills appropriate for employment in the retail industry

BA 1100 BA 1200 BA 1400 BA 6000 RM 3100 RM 3300 RM 3400 RM 9200

Evaluate and select marketing and retailing strategies

BA 1100 BA 1200 BA 6000 RM 3300 RM 9200

Apply basic accounting theory and practice to a service or retail setting

BA 1100 BA 1400 RM 3100 RM 3400

organization

BA 1100 BA 1200 BA 1400 BA 6000 RM 3100 RM 3400

Understand the basic theory and practice of retail management and merchandising

BA 1100 BA 6000

Apply principles of retail buying to plan, select and control merchandise

BA 1100 BA 1400 BA 6000