

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Specialization in

## Fashion Marketing



### OVERVIEW

AIU® offers a professionally-focused degree in Business Administration with a specialization in Fashion Marketing. This program gives students a strong foundation in accounting, finance, and focused study on the structure and operation of the fashion and retail industries. Specialization courses are goal-oriented and allow students to attain knowledge specific to the retail and fashion industries, such as market research, planning, styling, buying, retail strategy and merchandise control. Students will also gain hands-on experience with CAD software and design technology. This unique blend of general business fundamentals and industry specialization is designed to enhance a student's marketability within the retail fashion industry.

### COURSEWORK

#### CURRICULUM INCLUDES

In this specialized curriculum students can learn the fundamentals of business with an emphasis on retail fashion marketing, trends, media and technology. Courses are structured to help students learn specialized skill sets and knowledge common to the fashion industry.

### OUTCOMES

#### WE CAN HELP YOU LEARN HOW TO:

- Apply quantitative tools to analyze contemporary business functions and practices.
- Apply the concepts and principles of finance, economics and accounting to make effective decisions in the global business environment.
- Examine the implication of technology, media and the Internet on today's businesses
- Recognize and manage potential ethical and legal conflicts in today's business environment.
- Demonstrate a comprehensive knowledge of the fashion industry, fashion marketing, its products, markets, consumers and marketing activities.
- Analyze and interpret trend and market information.

AIU's Business  
Administration  
degree  
programs  
with all their  
specializations



are programmatically **accredited**  
by the Accreditation Council for  
Business Schools and Programs  
(**ACBSP**).

#### WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility to help school revolve around your life, not the other way around. Along with market-relevant undergraduate and graduate degrees, our industry-focused specializations allow in-depth study, with more than half of your bachelor's courses in your area of interest. To accommodate busy lives, we offer full- and part-time programs and transfer-in credit\* for eligible college, work, and military experience, which could cut down on the time it takes to earn a degree.



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\*Transferability of credits is at the sole discretion of the receiving institution.

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## Specialization in **Fashion Marketing**

The AIU Bachelor of Business Administration degree program combines the required general education courses to provide a strong liberal-arts foundation with a comprehensive business core. Together, these aspects of the curriculum are designed to prepare students for opportunities in business or advanced study.

### IN-DEPTH SPECIALIZATION

AIU's BBA specialization in Fashion Marketing is ideal for students who want to study fashion and retailing from a business perspective. The upper division core requirements give students the opportunity to apply business concepts and methods within their specific area of interest and gain knowledge

common to fashion industry professionals.

### ABOUT THE ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP)

The ACBSP accreditation means that AIU's Business Administration programs meet the rigorous standards of this leading accreditation association. It helps ensure that what we teach is industry-current and industry-relevant in today's business environment and can make your degree more meaningful in the marketplace.



### REQUIRED COURSES

#### GENERAL EDUCATION COURSES

BUSN 125	Applied Business Mathematics	4.5
COMP 101	Introduction to Computers	4.5
COMP 102	Introduction to Computers Lab	1.5
ECON 220	Microeconomics	4.5
ECON 224	Macroeconomics	4.5
ENGL 106	English Composition I	4.5
ENGL 107	English Composition II	4.5
FASH 212*	Historical & Contextual Studies	4.5
HUMA 215	Topics in Cultural Studies	4.5
PRES 111	Presentation Essentials	4.5
SCIE 206	Biology	4.5
SCIE 207	Biology Lab	1.5
SCIE 210	Environmental Science	4.5
SCIE 211	Environmental Science Lab	1.5
General Education Electives (1)		4.5

**Total General Education Requirements 58.5**

#### GENERAL ELECTIVES

FASH 209*	Fashion Cycle	4.5
FASH 309	Fashion Styling	4.5
FASH 314	Strategic Fashion Marketing	4.5
FASH 355	Fashion Event Management	4.5
MGMT 215	Decision Making and Communication	4.5
MGMT 350	Professional Business Development	4.5
MKTG 405	Consumer Behavior	4.5
MKTG 408	Advertising and Promotion Management	4.5

**Total General Elective Requirements 36**

#### LOWER DIVISION CORE COURSES

ACCT 205	Principles of Accounting I	4.5
BUSN 105	Introduction to Business	4.5

BUSN 150	Legal and Ethical Environment of Business	4.5
MKTG 205	Principles of Marketing	4.5

**Total Lower Division Core Requirements 18**

#### UPPER DIVISION CORE COURSES

ACCT 310	Managerial Accounting	4.5
BUSN 311	Quantitative Methods and Analysis	4.5
FINA 310	Financial Management	4.5
MGMT 305	Management Information Systems	4.5
MGMT 310	Management and Leadership of Organizations	4.5
MGMT 315	Survey of Human Resource Management	4.5

**Total Upper Division Core Requirements 27**

#### FASHION MARKETING SPECIALIZATION COURSES

FASH 301	Fashion Trends	4.5
FASH 306	Fashion Branding	4.5
FASH 308	Media and PR	4.5
FASH 310	Fashion Buying	4.5
FASH 312	CAD for Fashion Marketing	4.5
FASH 343	Textiles	4.5
FASH 409	Visual Merchandising	4.5
MKTG 305	Marketing Management	4.5
MGMT 499	Program Capstone	4.5

**Total Specialization Requirements 40.5**

**Total Bachelor Degree Requirements 180 Credits**

\*Students enrolled in the Fashion Marketing Specialization Option are required to take FASH 212, Historical and Contextual Studies, in place of HUMA 205 Art Appreciation; and FASH 209, Fashion Cycle, in place of one General Elective.



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