

Bachelor of Business Administration (BBA)

Specialization in

Fashion Marketing



OVERVIEW

AIU® offers an industry-relevant BBA program with a specialization in Fashion Marketing that is designed to provide students with a solid background in business fundamentals, along with real-world knowledge and skills relevant to the structure and operation of the fashion and retail industries.

CURRICULUM INCLUDES

This targeted degree program is designed to provide students both a comprehensive understanding of business with an emphasis on retail fashion marketing, trends, media and technology. Courses are structured to help students work to develop specialized skill sets and knowledge common to the fashion industry. For example:

Fashion Branding: students can examine contemporary fashion brands and their strategies to create personality, generate appeal, and attract potential consumers. Topics also include the creation of identity, revitalization, and extension strategies. Students can also explore the implications of changing environments for fashion consumers and brands.

Fashion Buying: students can study buying practices and techniques, and examine consumer buying power, major market resources, governmental regulations and merchandise analysis. Students have the opportunity to simulate a merchandise plan that includes trend forecasting, vendor negotiation, and profitability analysis.

CAD for Fashion Marketing: students can work to build skills in creative software used to enhance fashion presentations, and have the opportunity to design a collection.

WE CAN HELP YOU

- Integrate knowledge of the core ACBSP business concepts of accounting, finance, statistics, economics, management, and marketing to assess business circumstances
- Propose quantitative business solutions which demonstrate critical and analytical thinking
- Collaborate in cross functional teams utilizing effective business techniques and strategies
- Navigate challenges in a global market involving international distribution and operations networks
- Share business recommendations and information through a variety of communication delivery formats
- Evaluate potential ethical and legal issues in contemporary business situations and propose appropriate resolution
- Employ technology to effectively solve business problems and provide solutions
- Implement theoretical and real world approaches central to the fashion marketing industry

* Transfer credits are evaluated on an individual basis. Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

COURSEWORK

OUTCOMES

WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility designed to help you schedule school around your life, not the other way around. Along with industry-relevant undergraduate and graduate degree programs, our industry-focused concentrations allow in-depth study in the field.

To accommodate busy lives, we offer full- and part-time program options and transfer-in credit* for eligible college, work and military experience, which could cut down on the time it takes to earn a degree.



AIU's Business programs are programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



AIUniv.edu

Bachelor of Business Administration (BBA)

Specialization in Fashion Marketing

The AIU Bachelor of Business Administration (BBA) degree program combines the required general education courses to provide a strong liberal arts foundation with a coherent business core and specialized courses designed to provide students with knowledge, skills, and ability to pursue opportunities in the fashion marketing field.

FOCUS ON YOUR SPECIFIC AREA OF INTEREST

By studying key topics in fashion marketing to complete the upper division's specialization requirements, you have an opportunity to focus your interests on the acquisition of industry-relevant knowledge and skills common to fashion industry professionals.

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 accreditation association. It helps ensure that what we teach is industry-relevant in today's business environment.



GENERAL EDUCATION COURSES

ECON220	Microeconomics	4.5
ECON224	Macroeconomics	4.5
ENGL106	English Composition I	4.5
ENGL107	English Composition II	4.5
FASH212	Historical & Contextual Studies	4.5
MATH125	General College Mathematics	4.5
UNIV103	Academic and Professional Success	4.5
UNIV106	Technology and Information Literacy	4.5
UNIV109	Interpersonal Communication	4.5
	Humanities (1 course)	4.5
	Natural Sciences (2 courses)	9
	General Education Elective (1 course)	4.5

Total General Education Requirements 58.5

CORE COURSES

ACCT205	Principles of Accounting I	4.5
ACCT310	Managerial Accounting	4.5
BUSN105	Introduction to Business	4.5
BUSN150	Legal and Ethical Environment of Business	4.5
BUSN311	Quantitative Methods and Analysis	4.5
FINA310	Financial Management	4.5
MGMT305	Management Information Systems	4.5
MGMT310	Management and Leadership of Organizations	4.5

CORE COURSES (CONTINUED)

MGMT315	Survey of Human Resource Management	4.5
MGMT415	Global Operations Management	4.5
MGMT499	Program Capstone	4.5
MKTG205	Principles of Marketing	4.5

Total Core Requirements 54

GENERAL ELECTIVES

A combination of any 9 undergraduate courses

Total General Elective Requirements 40.5

FASHION MARKETING SPECIALIZATION COURSES

FASH209	The Fashion Cycle	4.5
FASH301	Fashion Trends	4.5
FASH306	Fashion Branding	4.5
FASH310	Fashion Buying	4.5
FASH312	CAD for Fashion Marketing	4.5
FASH409	Visual Merchandising	4.5

Total Specialization Requirements 27

Total Bachelor's Degree Requirements 180