

# BUSINESS: FASHION BUYING AND MERCHANDISING

**HEGIS: 5004**  
**SUNY CODE: 0652**

This program prepares students for careers in the fashion buying and fashion merchandising fields. Graduates may be prepared for a variety of positions including retailing, advertising, public relations, fashion merchandising, retail and wholesale sales, retail management, buying and other positions within the retail industry.

## Career Opportunities

Graduates are prepared for a variety of entry-level positions in the fashion buying and fashion merchandising fields. Examples include retailing, buying, retail management, distribution, public relations, advertising and sales within the fashion industry.

### 1st Year

1st Semester	Credits	2nd Semester	Credits
<b>BU 111 Business Organization &amp; Management</b>	3	<b>BU 114 Accounting I</b>	4
<b>BU 151 Introduction to Fashion Merchandising</b>	3	<b>BU 141 Introduction to Marketing</b>	3
<b>BU 221 Public Relations</b>	3	<b>BU 143 Advertising</b>	3
<b>EN 111 English I</b>	3	<b>BU 157 Understanding Textiles</b>	3
<b>FS 100 Freshman Seminar</b>	1	<b>Liberal Arts Elective*</b>	3
<b>IS 111 Keyboarding Essentials</b>	1		
<b>Mathematics Elective</b>	3		
<b>Total</b>	<b>17</b>	<b>Total</b>	<b>16</b>

### 2nd Year

3rd Semester	Credits	4th Semester	Credits
<b>BU 156 The History of Fashion</b>	3	<b>BU 112 Business Communications</b>	3
<b>BU 225 Customer Service Management</b>	3	<b>BU 145 Principles of Retailing</b>	3
<b>EN 112 English II</b>	3	<b>BU 205 Retail Buying</b>	3
<b>Liberal Arts Elective</b>	3	<b>Business Elective **</b>	3
<b>Science Elective</b>	3	<b>Social Science Elective</b>	3
<b>Physical Education Activity</b>	1	<b>Physical Education Activity</b>	1
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>

*65 Credits Required  
for the  
Associate in Applied Science Degree*

\*HU 125 or HU 126 is recommended.

\*\*Students may choose from: BU 121, BU 142, BU 203, BU 232, BU 238, or BU 245.

For more information, contact the Business and Information Technology Division at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8240.