



2020-2021



HANNON HILL

Course Catalog - Fashion Merchandising and Management

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Academic Affairs

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Academic Calendar

Heading 1

This is an example of an interior catalog page. [Link](#)

Heading 2

More content on this page.

Programs

Courses

FAS 101 - Introduction to the Fashion Business

Provides an overview of the fashion industry and its global reach. This course familiarizes students with fashion history and key milestones. Students learn about business categories including women's, men's, and children's ready-to-wear, accessories, shoes, innerwear, and outerwear. Further topics include consumer behavior, marketing, product development, and sales.

Upon completion, students will be able to:

- Core

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

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