



**2020-2021**



# HANNON HILL

## Course Catalog - College of Business

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## Academic Affairs

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# Academic Calendar

## Heading 1

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## Heading 2

More content on this page.

# Programs

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**Business Management**

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**Communication**

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**Marketing**

# Courses

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## **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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**Hannon Hill University**

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