



Johnson County Community College
Transfer Program to Stephens College
Fashion Marketing and Management, B.S.
2021-2022 Catalog

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- Students in the AAS in Fashion Merchandising and Marketing program can transfer 67 credit hours of coursework to the B.S. in Fashion Marketing and Management program to Stephens College.
- The Fashion Marketing and Management degree requires the completion of the 31 hours in general education program, 42 semester hours in FAS, 15 semester hours in BUS/SCM, 3 hours of choice electives, plus the capstone coursework for a total of 60 hours in the major.
- The B.S. degree includes at least 45 semester hours of specified credit, of which at least 15 semester hours must be at or above the 300 level. The last 15 semester hours of credit in all degree programs must be earned through Stephens College.
- Students must earn a C- or better in all required courses within the B.S. in Fashion Marketing and Management program. Students may not continue to the next level class until the prerequisite class is passed with a C- or better.

Transfer Student Admission Process:

- Apply online at https://stephens.force.com/OnlineApp/tx_communitieshome
- Submit official transcript(s) from previously attended institutions.
- **Electronic transcripts** may be submitted through various electronic transcript services and can also be sent to apply@stephens.edu directly from the institution. Transcripts received from a student will **not** be considered official.
- Paper transcripts must be mailed directly to Stephens College by your school(s). Have your official transcript(s) mailed to: Stephens College Office of Admissions, Campus Box 2121, 1200 E. Broadway, Columbia, MO 65215

Stephens B.S. Fashion Marketing and Management Requirements	Hrs	JCCC AAS Fashion Merchandising and Marketing Requirements	Hrs
JCCC AAS Fashion Merchandising and Marketing Fall Semester			
FAS 170 Fashion Perspectives	3	FASH 121 Fashion Fundamentals	3
FAS 201 Creative Process	3	FASH 122 Aesthetics for Merchandising and Design	3
FAS 305 Visual Merchandising and Display	3	FASH 125 Visual Merchandising	3
ENG 107 Composition	3	ENGL 121 Composition I*	3
SCM 250 Fundamentals of Speech	3	Communications Elective – COMS 121 Public Speaking (is recommended)	3
		Total Hours	15
JCCC AAS Fashion Merchandising and Marketing Spring Semester			
FA 203 Textiles	3	FASH 150 Textiles	3
Fashion Elective	3	FASH 225 Store Planning*	3
Fashion Elective	1	FASH 282 Fashion Internship	1
MAT 111 College Algebra (if MATH 171 is successfully completed at JCCC)	3	MATH 120 Business Mathematics* (or higher) MATH 171 College Algebra (is recommended)	3
BUS 321 Sales and Negotiation	3	MKT 134 Professional Selling	3
Fashion Elective	2-3	FASH 277 Fashion Seminar: Career Options OR FASH 268 Field Study: The Market Center*	2-3
		Total Hours	15-16

Stephens B.S. Fashion Marketing and Management Requirements	Hrs	JCCC AAS Fashion Merchandising and Marketing Requirements	Hrs
JCCC AAS Fashion Merchandising and Marketing Summer Semester			
History OR Literature	3	Humanities Elective: Choose one course from the following: HIST 125, 126, 128, 129, 140, 141, ENGL 130, 214, 217, 227, 230	3
		Total Hours	3
JCCC AAS Fashion Merchandising and Marketing Fall Semester			
FAS 303 Product Development	3	FASH 242 Product Knowledge for Merchandisers	3
Fashion Elective	1	FASH 282 Fashion Internship	1
Elective	3	BUS 225 Human Relations	3
BUS 250 Principles of Marketing	3	MKT 230 Marketing	3
FAS 285 Fashion Retail Management	3	MKT 121 Retail Management	3
Global Studies	3	ECON 132 Survey of Economics OR ECON 230 Principles of Macroeconomics	3
		Total Hours	16
JCCC AAS Fashion Merchandising and Marketing Spring Semester			
FAS 315 History & Culture of Dress & Fashion	3	FASH 224 History of Costume	3
FAS 270 Merchandising Math	3	FASH 231 Merchandising Planning and Control*	3
Fashion Elective	3	FASH 235 Online Retailing	3
Fashion Elective	3	FASH 295 Capstone: Merchandising and Marketing*	3
BUS 354 Consumer Behavior	3	MKT 202 Consumer Behavior	3
Fashion Elective	1	FASH 282 Fashion Internship OR FASH 215 Field Study: MAGIC Trade Show*	1
		Total Hours	16

* JCCC course has a prerequisite or corequisite.

Remaining General Education Courses in addition to AAS to be taken at Stephens College:

Natural Science- 3 hours
 Women Centered- 3 hours
 Global Ethics- 3 hours
 Intercultural – 3 hours
 Arts - 3 hours

Remaining Fashion/Business/ Strategic Communication courses in addition to AAS to be taken at Stephens College:

BUS 225 Principles of Management – 3 hours
 BUS 230 Foundations of Financial Management – 3 hours
 FAS 232 Technology for Fashion Presentation – 3 hours
 FAS 310 Fashion Show Production and Coordination – 3 hours
 FAS 314 Problem Solving for Fashion Marketing/Management – 3 hours
 FAS 483 Fashion Market Analysis – 2 hours
 FAS 487 Applied Fashion Marketing/Management Project – 3 hours
 FAS 492 Fashion Industry Internship – 1 hour
 FAS 493 Current Issues in the Global Fashion Industry – 3 hours
 FAS 496 Post Internship Seminar – 1 hour
 SCM 331 Integrated Marketing Communication – 3 hours

It is the STUDENT’S RESPONSIBILITY to check for updates to all transfer information. This transfer guide is provided as a service and is updated as needed. Degree requirements at the four-year colleges are subject to change by those institutions. To ensure you have the most accurate up to date information about the program, it is imperative you meet with an advisor at the transfer institution.