

Merchandise Marketing

The Merchandise Marketing Program prepares students for a wide range of careers within the global marketplace. The curriculum trains students in the planning, purchasing, allocation, and promotion of merchandise, the application of technology to this task, and the development of management and leadership skills as needed for the selling of goods and services. Students will understand the importance of professionalism, effective communication, and critical reasoning for achieving results in this diversified industry.



Students in Applied Buying class present next season's trends to Windsor Fashions president Ike Zekaria.

Students in the Applied Buying class working with corporate buyers at Windsor Fashion headquarters.



MERCHANDISE MARKETING CAREER OPTIONS INCLUDE:

- Buyer
- Regional Manager
- Store Manager
- Account Coordinator
- Merchandise Planner
- Planning Analyst
- Assistant Buyer
- Sales Representative
- Showroom Manager
- Distributor/Allocation Analyst
- Operations Manager
- Department Manager



Banana Republic Regional Manager for the San Diego region, Mark Allen, speaks to Premier Marketing Group (PMG) students regarding his work history and success in the business. Guest speakers from the retail industry speak once a quarter at the PMG meetings.

Associate of Arts MERCHANDISE MARKETING

BUAD 1100	Selling Techniques	3
BUAD 2000	Organizational Behavior & Management	3
BUAD 2100	Management Concepts	3
BUAD 2850	Entrepreneurship	3
GNST 1040	English Composition	3
GNST 1170	History of Costume	3
GNST 1180	Technology for Business Applications	3
GNST 1230	Color & Design Theory	3
GNST 1440	Textile Science	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
MMKT 2180	Promotion in the Merchandising Environment	3
MMKT 2320	Consumer Behavior	3
MMKT 2580	Brand Imaging	3
MMKT 2640	International Business	3
MMKT 2700	Applied Management	3
MMKT 2880	Marketing Essentials	3
MRCH 1550	The Retail Environment	3
MRCH 1700	Merchandise Math	3
MRCH 1750	Merchandising Strategies	3
MRCH 1900	Merchandise Trend Analysis	3
MRCH 2100	Merchandise Planning & Control	3
MRCH 2150	Technology for Merchandise Planning & Control	3
MRCH 2480	Situational Analysis	3
MRCH 2550	Merchandise Presentation	3
MRCH 2520	Site Management & Operations, OR	3
MRCH 2700	Applied Buying	3
MRCH 2980	Contemporary Business Strategies	3
Total Units of Credit		90

Students in the Merchandise Trend Analysis class forecast future fashion/retailing trends.



Professional Designation MERCHANDISE MARKETING

BUAD 2000	Organizational Behavior & Management	3
BUAD 2850	Entrepreneurship	3
GNST 1440	Textile Science	3
MMKT 2180	Promotion in the Merchandising Environment	3
MMKT 2580	Brand Imaging	3
MMKT 2640	International Business	3
MMKT 2700	Applied Management, OR	3
MRCH 2700	Applied Buying	3
MRCH 1550	The Retail Environment	3
MRCH 1700	Merchandise Math	3
MRCH 1750	Merchandising Strategies	3
MRCH 1900	Merchandise Trend Analysis	3
MRCH 2100	Merchandise Planning & Control	3
MRCH 2150	Technology for Merchandise Planning & Control	3
MRCH 2480	Situational Analysis	3
MRCH 2980	Contemporary Business Strategies	3
Total Units of Credit		45

Students working on buying plans in the TJ Maxx boardroom at their corporate headquarters in Los Angeles.

