

# A.A.S. in The Business of Fashion

## DESCRIPTION OF THE BUSINESS OF FASHION PROGRAM

The Business of Fashion Associate of Applied Science (A.A.S.) degree exposes students to marketing and merchandising in the fashion industry. Upon successful completion of the Business of Fashion degree program requirements, graduates will demonstrate a level of mathematical and computer skills appropriate for employment in the fashion industry to include using Excel and Photoshop, evaluate marketing and merchandising strategies, identify short- and long-term trends for the development of new products and overall themes for the fashion industry and apply principles of retail buying to plan, select, and control merchandise. Students are also challenged to analyze process and resulting decisions with an ethical awareness of the effects on all stakeholders.

## SKILLS

**Analytical skills.** When evaluating suppliers, purchasing managers and buyers and purchasing agents must analyze their options and choose a supplier with the best combination of price, quality, delivery, or service.

**Math skills.** Purchasing managers and buyers and purchasing agents must possess math skills. They must be able to compare prices from different suppliers to ensure that their organization is getting the best deal.

**Creativity.** Advertising, promotions, and marketing managers must be able to generate new and imaginative ideas. Students are encouraged to think "outside the box" to find new and innovative alternative solutions to challenges in the ever-changing business of fashion.

## CAREER INFORMATION

Buyers and purchasing agents buy products and services for organizations to use or resell. They evaluate suppliers, negotiate contracts, and review the quality of products. Purchasing managers oversee the work of buyers and purchasing agents and typically handle more complex procurement tasks.

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, advertising sales agents, and financial staff members. There are new opportunities for career paths that reflect the issues of transparency, sustainability, ethical production and supply chain. These opportunities are explored and explained.

## EMPLOYMENT OUTLOOK

Overall employment of purchasing managers and buyers and purchasing agents is projected to decline 4 percent from 2020 to 2030. Employment growth will vary by occupation.

Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2020 to 2030, about as fast as the average for all occupations.

## CAREER PATH

Buyers and purchasing agents typically have a bachelor's degree. A bachelor's degree and a few years of work experience in procurement is required for purchasing manager positions. The median annual wage for buyers and purchasing agents was \$63,470 in May 2021.

A bachelor's degree is required for most advertising, promotions, and marketing management positions. These managers typically have work experience in advertising, marketing, promotions, or sales. The median annual wage for advertising and promotions managers was \$127,150 in May 2021.

## CAREER COACH – SEARCH CAREER INFORMATION & CURRENT LOCAL WAGE DATA

<https://kingsborough.emsicc.com/programs/the-business-of-fashion-aas/190619>

**INFORMATION ON HOW TO APPLY: [www.cuny.edu/apply](http://www.cuny.edu/apply) or 718-368-4600**

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