

[Berkeley College Overview](#)

[Academic Programs](#)

[Admissions and Finances](#)

[Administration, Faculty, and Staff](#)

[Contact Us](#)



[Get a PDF of this page.](#)



[Get a PDF of the complete catalog.](#)

Fashion Merchandising and Management

Combine fashion sense and business sense to create the perfect fit.

The Fashion Merchandising and Management degree programs at Berkeley College integrate the creative and business aspects of the fashion industry. Incorporating merchandising strategies and management skills, the programs encompass current technology and a complete understanding of the primary, secondary, and ancillary segments of the fashion industry. Potential career paths include:

- Product development
- Retail buying
- Allocation and planning
- Visual merchandising
- Entrepreneurship

From an accomplished faculty selected for both academic credentials and professional experience, fashion students learn about the aesthetics of apparel, accessories, and home products through an appreciation of fabrication, color, silhouette, and style. Students take a capstone course and participate in a supervised internship, allowing them to apply their education to the fashion workplace. Regularly scheduled events include presentations from fashion industry experts and field trips to manufacturers' showrooms, fashion retailers, and museum exhibits. Fashion students are also involved in the celebrated Fashion Week in New York City twice a year.

Benefit from:

- Understanding the fashion industry cycle from product development to consumer
- Opportunities to:
 - Explore consumer and buyer trends
 - Analyze the market base
 - Evaluate production needs
 - Learn how each affects the retail and wholesale sides of the fashion industry
- Hands-on experience with merchandising software and related programs utilized in the industry
- Applying principles of business administration and marketing techniques
- Creating a quality marketing strategy
- Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments
- A seamless transition between Associate's and Bachelor's degrees

Degree Programs

- **A.A.S., Fashion Merchandising and Management**
- **B.B.A., Fashion Merchandising and Management**

- **Berkeley College Academic Program Statistics**

[Berkeley College](#) 1-800-446-5400 ext. WC1

Copyright © 2014 Berkeley College