



**Johnson County Community College**  
**Transfer Program to Stephens College**  
**Fashion Marketing and Management, B.S.**  
**2024-2025 Catalog**

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- Students in the AAS in Fashion Merchandising and Marketing program can transfer 65 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 36 hours in general education program, 43 semester hours in FAS, 15 semester hours in BUS, 3 hours of choice electives, plus the completion of the required College-to-Career seminars, two industry-specific internships, and the senior FAS capstone coursework for a total of 61 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](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](mailto: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

<b>Stephens B.S. Fashion Marketing and Management Requirements</b>	<b>Hrs</b>	<b>JCCC AAS Fashion Merchandising and Marketing Requirements</b>	<b>Hrs</b>
<b>JCCC AAS Fashion Merchandising and Marketing Fall Semester</b>			
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
		<b>Total Hours</b>	<b>15</b>
<b>JCCC AAS Fashion Merchandising and Marketing Spring Semester</b>			
FAS 203 Textiles	3	FASH 150 Textiles for Fashion	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 <b>OR</b> FASH 268 Field Study: The Market Center*	2
		<b>Total Hours</b>	<b>15</b>
<b>JCCC AAS Fashion Merchandising and Marketing Summer Semester</b>			
History <b>OR</b> Literature	3	Humanities Elective: Choose one course from the following: HIST 125, 126, 128, 129, 140, 141, ENGL 130, 214, 217, 227, 230	3
		<b>Total Hours</b>	<b>3</b>

Stephens B.S. Fashion Marketing and Management Requirements	Hrs	JCCC AAS Fashion Merchandising and Marketing Requirements	Hrs
<b>JCCC AAS Fashion Merchandising and Marketing Fall Semester</b>			
FAS 303 Product Development	3	FASH 242 Product Knowledge for Merchandisers	3
Fashion Elective	1	FASH 282 Fashion Internship	1
BUS 333 Social Media Marketing	3	MKT 146 Introduction to Social Media Marketing	3
BUS 250 Principles of Marketing	3	MKT 230 Marketing	3
FAS 483 Fashion Marketing Analysis	2	MKT 275 Marketing Analytics and CRM (Customer Relationship Management)	3
Global Studies	3	ECON 132 Survey of Economics <b>OR</b> ECON 230 Principles of Macroeconomics	3
		<b>Total Hours</b>	<b>16</b>
<b>JCCC AAS Fashion Merchandising and Marketing Spring Semester</b>			
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 ( <i>Choice class</i> )	3	MKT 202 Consumer Behavior	3
Fashion Elective	1	FASH 282 Fashion Internship <b>OR</b> FASH 215 Field Study: MAGIC Trade Show*	1
		<b>Total Hours</b>	<b>16</b>

\* JCCC course has a prerequisite or corequisite.

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

Arts and Humanities - 6 hours (must include two different prefixes)

Behavioral and Social Sciences – 6 hours (must include at least two different prefixes, one must be WST)

Communication – 3 hours (must complete Composition II)

Natural Science- 3 hours

Electives – 6 hours (all approved general education courses not used to fulfill another general education core area may be taken to meet this requirement)

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

BUS 225 Principles of Management – 3 hours

BUS 230 Accounting I – 3 hours

BUS 331 Integrated Marketing Communications – 3 hours

FAS 232 Technology for Fashion Presentation – 3 hours

FAS 285 Fashion Retail Management – 3 hours

FAS 310 Fashion Presentation – 3 hours

FAS 314 Problem Solving for Fashion Marketing/Management – 3 hours

FAS 392 Internship I – 1 hour

FAS 487 Applied Fashion Marketing/Management Project – 3 hours

FAS 492 Internship II – 1 hour

FAS 493 Senior Seminar – 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.**