

INTERNATIONAL MARKETING: FASHION AND BEAUTY, SKILLS COMPETENCY AWARD (SCA)

Requirements

Skills Competency Award Requirements

Complete all department requirements with a "C" or higher or "P" in each course. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
Department Requirements		
IBUS 271	International Fashion and Beauty Product Development	3
IBUS 273	Global Fashion and Beauty Industry Marketing	3
IBUS 275	Global Fashion Trends in Retail and E-tail	3
Total Units		9.00

Learning Outcomes

1. Explain how the global fashion and merchandising industries operate.
2. Explain how the marketing mix, promotional mix, and segmentation relate to retailing and e-tailing in the global fashion and beauty industries.
3. Explain how general business operations and principles apply to the global economy in the fashion and beauty industries.
4. Explain how E marketing and sales, planning and buying, management and supervision, business law and professional communications relate to branding and channel distribution.