

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

Overview

Global Marketing Fashion and beauty industry entrepreneurs and other enthusiasts for products in this category now thrive across borders both in brick and mortar and e-commerce retailing. The skills competency award encompasses instruction into the vital areas of international business and marketing along with social media marketing as they apply to this lucrative global industry. Upon completion of the program via practical curriculum understanding and exposure to this field will have been undertaken.

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	3
IBUS 273	Global Fashion and Beauty Industry Marketing	3
IBUS 275	Global Fashion Retailing	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.

Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment (http://www.sbcc.edu/starfish/howtos/starfish_appt_how_to.pdf).