

**PARSONS THE NEW SCHOOL FOR DESIGN**  
**Associate in Applied Science in Fashion Marketing**

By the successful completion of this program, a student should be able to demonstrate:
Demonstrate an in-depth knowledge of the design, merchandising, marketing and production processes;
Generate effective presentation skills by using technology to create strong visual communication and problem-solving competence;
Analyze data related to the psychological and sociological characteristics that impact the changing buying habits of the consumer;
Implement innovative business strategies that support a fashion company's mission statement
Investigate and utilize new technology related the fashion industry;
Evaluate global sources appropriate to, apparel and textiles from a social, political, economic, and cultural perspective.