Skills Competency Award Requirements

Students must complete all courses with a grade of C or higher or Pass. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Total Units Required: 9

<table>
<thead>
<tr>
<th>Current Course No.</th>
<th>Previous Course No.</th>
<th>Course No.</th>
<th>Title</th>
<th>Units</th>
<th>Institution &amp; Course No.</th>
<th>Grade</th>
<th>Units (s/q)</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBUS 271</td>
<td>(none)</td>
<td>271</td>
<td>International Fashion &amp; Beauty Product Development</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IBUS 273</td>
<td>(none)</td>
<td>273</td>
<td>Global Fashion and Beauty Industry Marketing</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IBUS 275</td>
<td>(none)</td>
<td>275</td>
<td>Global Fashion Trends in Retail and E-tail</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.
**Skills Competency Award in International Marketing Fashion and Beauty**

Upon completion of the Skills Competency Award in International Marketing Fashion and Beauty, the following competencies will be achieved:

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

**Job Opportunities**

This program will prepare students for working in the areas of ecommerce and traditional retailing at a global level.