

Fashion Merchandising AS Major - Active

Department: Fashion

Approval: November 2012

Upon completion of the Curriculum in Fashion Merchandising, a two-year course of study, students will be qualified to work as sales associates, merchandise specialists, retail managers, retail buyers and assistant buyers, visual merchandisers, stylists, fashion show producers, special events consultants, fashion coordinators, fashion writers and publicists, fashion forecasters, show room assistants, and bookers in modeling agencies. All positions include working for department stores, specialty stores, boutiques, private companies, as well as working as entrepreneurs.

Classes include all areas of the fashion merchandising field and are designed to give students exposure to a variety of fashion experiences. A Major in Fashion Merchandising gives students improved job prospects.

Students who complete each of the following courses, and complete the Graduation requirements for the Associate in Science Degree, will satisfy the requirements of the Fashion Merchandising Major.

Learning Outcomes

Upon completion of this program, students will be able to:

- Apply technical skills used in fashion show production, styling, visual merchandising, and fashion coordination.
- Compare and contrast the economic, sociological, technological, psychological, and political factors affecting fashion change and adoption.
- Communicate effectively using standard fashion industry vocabulary.
- Identify the criteria for entry level employment in the fashion merchandising industry, create an entrepreneurial business, or be successful in the next level of fashion coursework, should they choose to continue.

Assuming students start this AS with transfer-level math and English eligibility, the minimum time for completion is 4 semesters. Completion time will vary based on student preparation and number of units completed per semester.

Courses Required for the Major in Fashion Merchandising AS

Course	Units
Required courses:	
FASH 42 - Introduction to the Fashion Industry	3.00
FASH 44 - Fashion Retail Buying	3.00
FASH 46 - Fashion Merchandising	3.00
FASH 47 - Fashion Direction and Coordination	3.00
FASH 48 - Fashion Show Production	4.00
FASH 49 - Visual Merchandising	3.00
FASH 53 - Fashion Forecasting	3.00
FASH 54A - Fashion Styling	3.00

FASH 56 - Fashion Writing & Publicity	3.00
FASH 60 - Fieldwork - Fashion Merchandising	1.00
BSMA 68 - Mathematics of Business	3.00
Total:	32.00
Choose one of the following courses:	
FASH 22 - Textile Analysis	3.00
FASH 57 - Fabric Glossary	1.00
Total:	1.00 - 3.00
Choose one of the following courses:	
FASH 50 - Runway: The Business of Modeling	3.00
FASH 54B - Advanced Fashion Styling	3.00
FASH 45A - Image Consulting	3.00
Total:	3.00
Choose one of the following work experience courses:	
FASH 61 - Fashion Merchandising/Marketing Internship	2.00
FASH 62 - Work Experience in Image Consulting	3.00
Total:	2.00 - 3.00
Recommended additional coursework:	
ACCT 1, ACCT 10; ART 101-108, 138; BSEN 70, BSEN 74; CMST 11, CMST 12; FASH 23; MRKT 122, MRKT 140, MRKT 148, MRKT 170; MABS 101, MABS 405, MABS 406; SMBS 135; SMBU 9415, SMBU 9421.	
Total:	38.00 - 41.00

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