FASHION MERCHANDISING - CERTIFICATE OF ACHIEVEMENT

Plan Code: 3326

This program focuses on fundamental apparel development and technical skills preparing students for an entry-level position in the field of fashion buying, merchandising, product development, sourcing, production, retail sales and management, and fashion promotion. This comprehensive course of study introduces technology throughout the merchandising and planning process and explores sourcing and the global supply chain. Students complete a series of required courses and then choose an option in either Buying or Product Development.

Program Student Learning Outcomes

- Create an environment that promotes critical thinking, creativity, teamwork, soft skills, multicultural and global awareness that provides career opportunities in fashion.
- Analyze fashion trends and textiles, apply retail merchandising and buying principles, and obtain technical skills for apparel development.

Program Requirements

Code Number	Course Title	Units
REQUIRED COURSES		
FASH 3	Intro to Careers in Design/Merchandising	2
FASH 5	Product Development	2
FASH 9	Clothing Selection	3
FASH 10	Textile Fibers and Fabrics	3
FASH 20	Introduction to the Fashion Industry	3
FASH 23	Fashion/Merchandise Buying	4
FASH 24	Fundamentals of Apparel Construction	3
FASH 32	History of Fashion	3
FASH 41	Fashion Promotion	3
FASH 45	Digital Fashion Illustration	3
FASH 271WE	Work Experience-Fashion Design	1-4
Subtotal Units		**30-33**

IN ADDITION, choose emphasis in Option 1 (Buying) or Option 2 (Product Development):

Option 1: Buying

Complete SIX (6) units from the following:

COSA 1	Computer Information Competency (1)	
FASH 200	Trend Forecasting (1)	
FASH 216	Fashion Portfolio Development (2)	
MKTG 40	Salesmanship (3)	
MKTG 41	Marketing Communications (3)	
IBUS 1	Introduction to International Business (3)	
IBUS 20	Export-Import Business Practices (3)	
Subtotal Units for Option 1		**6**

Option 2: Product Development

Complete SIX (6) units from the following:

COSA 1	Computer Information Competency (1)	
FASH 27	Production Sewing (1.5)	
FASH 36	Flat Pattern Drafting (3)	
FASH 39	Garment Technical Packages (1)	
FASH 46	Advanced Digital Fashion Illustration (1.5)	
FASH 47	3D Fashion Design (3)	
FASH 216	Fashion Portfolio Development (2)	
IBUS 1	Introduction to International Business (3)	
IBUS 20	Export-Import Business Practices (3)	
Subtotal Units for Option 2		**6**
Total Units		**36-39**