Fashion Merchandising

Career/Technical
AS Degree in Fashion Merchandising
Certificate of Achievement in Fashion Merchandising
Certificate in Fashion Design

Fashion Merchandising Program
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About the Program
Courses in Fashion Merchandising give students the opportunity to discover the inner workings of the fashion industry with many "hands-on" experiences. Fashion Merchandising emphasizes the business of buying, distributing and selling of merchandise from the manufacturing level through to the retailer and, ultimately, the consumer.

A highly-specialized program in Fashion Merchandising enables students to acquire marketable skills in a minimum time. A two-year program leading to the Associate Degree is available.

Career Opportunities
As long as fashion continues to change, lucrative careers will always be available for those who are prepared to expand their personal and professional horizons. The world of fashion merchandising is a challenging, fast-paced and highly competitive field with numerous opportunities for monetary and career advancement. Positions in the ever-expanding world of fashion are available in, but not limited to, these areas:

Retail: Buyer, assistant buyer, department manager, fashion/bridal consultant, store manager, merchandise manager, salesperson, shop owner, sales representative, showroom associate, personal shopper, and management trainee.

Promotion: Fashion stylist, fashion coordinator, public relations, fashion commentator, special events director, and model.

Media: Fashion reporter, copy writer, fashion illustrator, fashion writer, fashion editor, publicity manager, and fashion researcher.

To obtain an Associate's degree, students must complete both the major requirements and the graduation requirements listed at the beginning of the Career and Technical Education Programs section of this catalog.

Note that some courses have a prerequisite (P), corequisite (C), or both (P/C). Prerequisites and corequisites are listed within each course description in this catalog.

AS Degree in Fashion Merchandising 60 Units Minimum

Student Learning Outcomes
Upon successful completion of this program, the student will be able to:

- Demonstrate command of visual presentation or production, and create a resume or relevant portfolio to be used to market him/herself in the fashion industry.
- Demonstrate the principles and practice of fashion design including design analysis; use of industry vocabulary; technical illustration; drafting of patterns; and effective communication of original design concepts.
- Analyze, describe, and apply concepts in the business of buying, distributing and selling of fashion merchandise from the manufacturing level through to the retailer and, ultimately, the consumer.
- Analyze and describe the fashion industry including innovations, careers, current trends, the impact of globalization and technology, and the expanding roles of designers.
- Demonstrate command of visual presentation or production, and create a resume or relevant portfolio to be used to market him/herself in the fashion industry.

Required courses for the major:

- BUS 20 Introduction to Business 3
- BUS 35 Management and Human Relations 3
- or BUS 25 Small Business Management (P) 3
- BUS 50 Sales in Today's World 3
- BUS 66 Retail Management 3
- CSCI 2 Business and Computer Information Systems 3
- ECON 25 Introduction to Economics 3
- FASH 6 Understanding Fibers, Fabric, and Textiles 3
- FASH 64 Introduction To Fashion/Retail Careers 3
- FASH 74 Historic Costume 3
- FASH 80 Retail Fashion Buying 3
- FASH 90 Fashion Show Production 3
- FASH 99 Work Experience-FASH (P) 3

Certificate of Achievement in Fashion Merchandising 22 Units

Required courses for the certificate:

- FASH 6 Understanding Fibers, Fabric, and Textiles 3
- FASH 64 Introduction To Fashion/Retail Careers 3
- FASH 80 Retail Fashion Buying 3
- FASH 90 Fashion Show Production 3
- FASH 99 Work Experience-FASH (P) 1
- CSCI 2 Business and Computer Information Systems 3

Certificate in Fashion Design 15 Units

Student Learning Outcomes
Upon successful completion of this program, the student will be able to:

- Analyze and describe the fashion industry including innovations, careers, current trends, the impact of globalization and technology, and the expanding roles of designers.
- Demonstrate command of visual presentation or production, and create a resume or relevant portfolio to be used to market him/herself in the fashion industry.
- Demonstrate the principles and practice of fashion design including design analysis; use of industry vocabulary; technical illustration; drafting of patterns; and effective communication of original design concepts.
- Demonstrate technical skills including machine operation; taking measurements; basic alterations; pattern layout, cutting, and preparation; and use of fabrics, tools, and supplies.

Required courses for the certificate:

Select 15 units from the following:

- FASH 9 Clothing Construction I 3
- FASH 10 Clothing Construction II (P) 3
- FASH 64 Introduction To Fashion/Retail Careers 3
- FASH 74 Historic Costume 3
- FASH 90 Fashion Show Production 3
- FASH 40 Flat Pattern/Draping Design (P) 3
- FASH 13 Fashion Drawing and Illustration 3