

Family and Consumer Science: Fashion Merchandising

Award Type: Certificate of Accomplishment

The certificate program in fashion merchandising prepares students for immediate employment and to transfer to universities and technical schools of fashion and costume design. Students integrate fashion principles, textile characteristics and personal style with marketing strategies to create and present projects and a portfolio tailored to their chosen career. Job opportunities include store buyer or manager, fashion consultant, fashion promotion and sales representatives.

The graduate of the Certificate of Accomplishment in Family and Consumer Science: Fashion Merchandising will:

- Integrate fashion principles with respect to industry changes and marketing strategies and present project.
- Apply design principles to fashion industry conditions to achieve personal style and present in class portfolio.
- Analyze textile characteristics for sensory appeal and present project.
- Differentiate historic fashion concepts with current design trends and display in portfolio.
- Apply all fashion merchandising principles in a work setting.

Program Requirements

A major of 16 units is required for the certificate.

Course Number	Course Title	Units
BUS 103	Advertising	3.0
FASH 101	Fashion Industry and Marketing	3.0
FASH 102	Fashion Design Analysis	3.0
FASH 103	Textiles	3.0
FASH 104	Historic Fashion/Costume	3.0
FCS 149	Cooperative Work Experience: Occupational	1.0 - 8.0 units

Recommended electives:

Course Number	Course Title	Units
BUS 102	Marketing	3.0
BUS 377	Managing Service Quality	0.5
BUS 378	Effective Sales Methods	0.5
BUS 380	Marketing Strategies	0.5
CBIS 101	Computer Concepts & Applications	3.0
FCS 131	Life Management	3.0