FASHION MERCHANDISING (AS DEGREE S1308)

Business Division
Degree S1308
The Associates Degree in Fashion Merchandising is designed to prepare students for entry-level careers in the apparel industry in Southern California. This Associate's Degree program also offers student's courses specializing in apparel retailing, fashion marketing, textiles, technical drawing, and merchandising. The courses emphasize the business of fashion, wholesale merchandise planning, product development, pricing, and apparel branding targeting specific markets. Upon completion of the program, students will be able to develop marketing strategies, create promotional campaigns, understand the buying process, and analyze retail businesses. Entry-level employment opportunities available after completion of this program may include retail sales, small store merchandising, and wholesaling.

Required Courses

Course Prefix	Course Name	Units
FASH 8	Introduction to Fashion	3
FASH 9	History of Fashion	3
or FASH 57	Fashion Retailing and Production Technologies	
FASH 10	Clothing Construction I	3
FASH 14	Dress, Culture, and Identity	3
FASH 17	Textiles	3
FASH 25	Fashion Digital Illustration and Design	3
FASH 59	Fashion Retailing	3
FASH 62	Retail Buying and Merchandising	4
FASH 63	Fashion Promotion	3
Total Units		**28**

Program Learning Outcomes

Upon successful completion of this program, a student will be able to:

- Analyze the marketing and promotional techniques of fashion and apparel companies.
- Demonstrate their understanding of the fashion industry trend research process.

Review Student Learning Outcomes (SLOs) (http://www.mtsac.edu/instruction/outcomes/sloinfo.html) for this program.