

# FASHION MERCHANDISING (AS DEGREE S1308)

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## Business Division

### Degree S1308

The A.S. Degree in Fashion Merchandising is designed to prepare students for entry-level careers in the apparel industry in Southern California. This A.S. program also offers students courses specializing in apparel retailing, advertising, textiles, and visual communications. The courses emphasize the business of fashion, wholesale merchandise planning, 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 showroom assisting.

This degree requires the completion of General Education coursework plus the following:

## Required Courses

Course Prefix	Course Name	Units
FASH 8	Introduction to Fashion	3
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
<b>Required Electives</b>		
Choose one of the following:		3
FASH 57	Fashion Retailing and Production Technologies	
FASH 66	Visual Merchandising Display	
Total Units		28

Guided Pathways of Study Suggested Course Sequence (<https://www.mtsac.edu/guided-pathways/pathway-results.html?pthwyvar=S1308&desc=Fashion+Merchandising%2C+AS+S1308>)

## 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 \(SLOs\)](#) for this program.