

FASHION MERCHANDISING - LEVEL I

Business Division

Certificate L0314

The certificate in Fashion Merchandising offers students courses specializing in apparel retailing, advertising, textiles, and CAD technical drawing. The courses emphasize the business of fashion, wholesale merchandise planning, apparel technology, retailing, and fashion branding targeting specific markets. Upon completion of the certificate, students will be able to develop marketing strategies, create promotional campaigns, understand the buying process, and analyze retail businesses.

Required Courses

Course Prefix	Course Name	Units
FASH 8	Introduction to Fashion	3
FASH 17	Textiles	3
FASH 25	Fashion Digital Illustration and Design	3
FASH 59	Fashion Retailing	3
FASH 62	Retail Buying and Merchandising	3
FASH 63	Fashion Promotion	3
Total Units		18

Guided Pathway of Study (<http://www.mtsac.edu/instruction>)

Program Learning Outcomes

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

- 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.