

FASHION RETAILING FUNDAMENTALS ONLINE(CERTIFICATE M0676)

Business Division

The Fashion Retailing Fundamentals Online certificate offers coursework to provide students with foundational knowledge of the fashion industry. The courses emphasize the business of fashion, fashion retailing, fashion buying and merchandise math concepts, and fashion branding targeting specific markets thereby providing students with business and management tools that will increase their practical understanding of fashion merchandising and marketing. Students will be exposed to projects and industry scenario simulations that will enhance their merchandising and management career potential.

Required Courses

Course Prefix	Course Name	Units
FASH 8	Introduction to Fashion	3
FASH 59	Fashion Retailing	3
FASH 62	Retail Buying and Merchandising	4
FASH 63	Fashion Promotion	3
Total Units		13