

# FASHION MERCHANDISING AND MANAGEMENT

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- Fashion Merchandising and Management, Associate in Science
- Fashion Merchandising and Management, Certificate of Achievement

## **FASH 10 - Introduction to Fashion (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course addresses the creation, production, marketing, and merchandising of fashion. Topics included are business aspects and socioeconomic, political, international, and technological influences on fashion. Emphasis is placed on all levels of the fashion industry. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL C1000*

*Credit transferable: Transfers to CSU*

*GE Credit: MPC 7.2 Career Exploration*

## **FASH 15 - Textiles (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course is a study of plant, animal, and manufactured fibers and fabrics, textile products, weaves, designs, and finishes. Discussion of laws and environmental concerns related to the textile industry. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL C1000*

*Credit transferable: Transfers to CSU & UC*

## **FASH 20 - Apparel Production (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 34 hours lecture; 51 hours lab*

This course is a fusion of Garment Construction and Flat Pattern. Individual pattern adjustments will be created and translated into a wearable piece. Fabric choices, sizing precision and standard and custom techniques will be used in the sewing and finishing process. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL C1000*

*Credit transferable: Transfers to CSU*

*Materials fee: \$40*

## **FASH 85 - Fashion Merchandising (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

The course focuses on fashion merchandising within the retail environment. The principles of merchandising, market research, planned purchasing are explored as they relate to consumer preference and demand. An overview of marketing, including visual merchandising is included with emphasis on the importance of social media in multi-channel retailing. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL C1000; FASH 10 (or FASH 50)*

*Credit transferable: Transfers to CSU*