

# FASHION MERCHANDISING ASSOCIATE IN ARTS DEGREE

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**PROGRAM CODE:** 2A08430

The **Fashion Merchandising Associate in Arts Degree** is designed to prepare students for employment in the ready-to-wear industry, department stores, specialty shops, and wholesale fashion showrooms. This degree requires a total of 22-23 units, of which 19 units are in required courses. An additional 3-4 units must be chosen from the restricted electives listed below

Code	Title	Units
<b>Required Courses (19 units):</b>		
FASH 107 F	Apparel Analysis	3
FASH 150 F	Introduction to the Fashion Industry	3
FASH 152 F	Ready-to-Wear Evaluation	3
FASH 206 F	Textiles	4
FASH 220 F	Retail and Fashion Buying	3
FASH 221 F	Advanced Retail and Fashion Buying	3
<b>Restricted Electives (3-4 units):</b>		<b>3-4</b>
BUS 151 F	Business Mathematics	3
BUS 267 F	Principles of Supervision	3
CIS 106 F	Beginning Spreadsheet (MS Excel)	3
FASH 145 F	Field Studies in Fashion	1
FASH 183 F	Fashion Marketing	3
FASH 250 F	Fashion Promotion	3
FASH 242 F	Fashion History - The Evolution of Dress, Culture and Style (formerly Fashion History of Costume)	3
<b>Total Units</b>		<b>22-23</b>

**Outcome 1:** Examine and differentiate the role of the retail fashion buyer in today's environment, developing goals and strategies for employment in fashion merchandise.

**Outcome 2:** Evaluate retail business analytics to create and communicate measurable results of a fashion business.

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[https://www.curricunet.com/fullerton/reports/program\\_report.cfm?programs\\_id=742](https://www.curricunet.com/fullerton/reports/program_report.cfm?programs_id=742)