FASHION MERCHANDISING CERTIFICATE

PROGRAM CODE: 2C21274A

The **Fashion Merchandising Certificate** is designed to provide a course of study that prepares students for entry-employment as a professional and competent in fashion merchandising fields such as fashion merchandiser, fashion apparel buyer, visual merchandiser, and fashion sales representative. Individuals with this certificate are able to know how to sell and market apparel, merchandise apparel lines, and visually showcase apparel in all aspect from digital to brick and mortar stores. A grade of C or better is required in each course taken. The Fashion Merchandising Certificate requires the completion of 35-39 units.

Code	Title	Units
Required Courses (31-33 units):		
FASH 107 F	Apparel Analysis	3
FASH 145 F	Field Studies in Fashion	1
FASH 150 F	Introduction to the Fashion Industry	3
FASH 152 F	Ready-to-Wear Evaluation	3
FASH 183 F	Fashion Marketing	3
FASH 206 F	Textiles	4
FASH 220 F	Retail and Fashion Buying	3
FASH 221 F	Advanced Retail and Fashion Buying	3
FASH 250 F	Fashion Promotion	3
BUS 131 F	Principles of International Business	3
FASH 299 F	Fashion Industry Internship	2-4
Restrticted Electives (4-6 units):		**4-6**
FASH 060 F	Professional Image	2
FASH 242 F	Fashion History - The Evolution of Dress, Culture and Style (formerly Fashion History of Costume)	3
BUS 132 F	Principles of Import and Export	3
FASH 297 F	Fashion Design Portfolio	2
FASH 050 F	Careers in Fashion	1
Total Units		**35-39**

Outcome 1: Design a chart of all consumer behaviors in the fashion businesses and evaluate each to understand the target customer for a retail store.

Outcome 2: Examine and differentiate the role of the retail fashion buyer in today's environment, developing goals and strategies for employment in fashion merchandise.

Outcome 3: Demonstrate an understanding of how technology and other advancements continue to change the retail environment and communicate your results to the fashion industry.

Outcome 4: Define and discuss the role of the retail fashion buyer identifying the decisions, issues, and challenges found in today's retail environment.