FASHION MERCHANDISING, CERTIFICATE OF ACHIEVEMENT

Banner Code: 1_CT_FSMC
Financial Aid Eligible

The Fashion Merchandising Certificate of Achievement will provide students with core skills in fashion merchandising concepts, fashion history, color theory, industry-specific computer programs, and sustainability. Students will also gain knowledge in directed skills related to retail buying, retail e-commerce management, and e-commerce merchandising. Upon completion, students will be prepared for entry-level employment in the fields of retail management, retail buying, e-commerce merchandising, fashion marketing, and retail planning in the fashion industry and related businesses.

Program Outcome

1. Students will demonstrate a working knowledge of retail buying and planning.
2. Students will be able to plan, execute, and evaluate e-commerce platforms, with special attention to the skills involved in e-commerce merchandising.
3. Students will be able to analyze retail markets relevant to industry careers, and develop and execute retail plans.

Review Graduation Requirements (https://catalog.cccd.edu/orange-coast/graduation-requirements/certificates/#achievementtext).

Course	Title	Units
Required Courses		
FASH A110	Applied Textiles and Design	3
FASH A115	Introduction to the Fashion Industry	3
FASH A118	Trend Forecasting	3
FASH A119	Introduction to Display and Visual Presentation	3
FASH A120	History of Fashion	1.5
FASH A121	Street Style	1.5
FASH A145	Fashion Reporting and Analysis	2
FASH A170	Clothing Design and Selection	3
FASH A175 or ART A110	Applied Color and Design Theory Color and Design: Two-Dimensional	3
FASH A177	Fashion Merchandising Concepts	3
FASH A181	Fashion Internship	2
FASH A182	Professional Practices	2
FASH A190	Apparel Industry Sustainability: Environmental, Ethical, & Legal Practices	3
FASH A200	Fashion Internship Lecture	1
FASH A210	Intro to E-Commerce	3
FASH A215	Retail E-Commerce Merchandising	3
FASH A220	Retail Buying	3
FASH A255	Fashion Illustrating Techniques 1	3
Total Units		**46**

Fashion Merchandising Suggested Electives
BUS A118 Introduction to International
Business or BUS A118H Introduction to International Business Honors
BUS A239 Professional Communication or MGMT A239 Professional Communication
CIS A132 Business Multimedia and Graphics
DMAD A181 Introduction to Computer Graphics
MKTG A142 Direct Marketing

Program Sequence

These sequences at Orange Coast College are curriculum maps for students to finish all requirements for the certificate. There may be advisories, prerequisites, or time requirements that students need to consider before following these maps.

Students are advised to meet with an Orange Coast College Counselor for alternate sequencing.

Course	Title	Units
Year 1		
Semester 1		
FASH A115	Introduction to the Fashion Industry	3
FASH A120	History of Fashion	1.5
FASH A121	Street Style	1.5
FASH A255	Fashion Illustrating Techniques 1	3
FASH A177	Fashion Merchandising Concepts	3
	Units	**12**
Semester 2		
FASH A118	Trend Forecasting	3
FASH A145	Fashion Reporting and Analysis [1]	2
FASH A110	Applied Textiles and Design	3
FASH A175 or ART A110	Applied Color and Design Theory [2] or Color and Design: Two-Dimensional	3
	Units	**11**
Year 2		
Semester 1		
FASH A190	Apparel Industry Sustainability: Environmental, Ethical, & Legal Practices	3
FASH A119	Introduction to Display and Visual Presentation [3]	3
FASH A210	Intro to E-Commerce [3]	3
FASH A220	Retail Buying [3]	3
	Units	**12**
Semester 2		
FASH A181	Fashion Internship	2
FASH A200	Fashion Internship Lecture	1
FASH A182	Professional Practices [1]	2
FASH A170	Clothing Design and Selection [4]	3
FASH A215	Retail E-Commerce Merchandising [1]	3
	Units	**11**
	Total Units	**46**

[1] Spring term only
[2] Same as ID A175, GE Option 1 area C1
[3] Fall term only

[4] GE Option 1 area D