

# FASHION MERCHANDISING



**Pathway:** Design and Media Arts  
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Award Title	Award Type	GE Units	Required Course Units	Major Elective Units	Major Units
Fashion Merchandising*	A.S.	21*	45	-	45
Fashion Merchandising	C		45	-	45

At least 60 degree applicable units are required to earn an Associate degree.

\*This Associate Degree is eligible for a reduction of General Education requirements from 21 to 18 units; please consult with a counselor for more details.

For additional related degrees and certificates, refer to programs under Fashion and Tailoring.

## PROGRAM OVERVIEW

Fashion Merchandising is the-planning, organization, and development of fashion products to be sold at a profit. The program at LATTC is unique in that it offers instruction covering both manufacturing processes and retail expertise. Computer technology plays an important role in the program offering instruction on AIMS software.

Retail is a major industry in Southern California and fashion constitutes one of its largest segments. Retail positions range from major department stores to specialty outlets, and from personal stylists to employment in wholesale manufacturing. Los Angeles has taken the lead as the largest apparel manufacturing center in the United States, and the Fashion Merchandising curriculum is designed to provide specialized training in fashion trends, and consumer demand, as well as wholesale concepts.

Upon completion of the program, students will understand the cultural aspects of fashion in history, entrepreneurial opportunities in the fashion industry, and how to communicate the latest fashion trends and styling. Students will also be proficient in international business processes preparing them for the global apparel market.

## PROGRAM LEARNING OUTCOMES (PLOs)

Upon completion of the Degree/Certificate program, students are able to:

1. Students will develop operational and promotional activities necessary to launch and sell brands / private labels for a retail or wholesale business.

## USEFUL LATTC LINKS:

**College Catalog:** <http://college.lattc.edu/catalog/>  
**Financial Aid Office:** <http://college.lattc.edu/financialaid/>  
**Counseling Department:** <http://college.lattc.edu/counseling/>  
**General Education Information:** <http://college.lattc.edu/catalog>  
**Design Media Arts Pathway:** <http://college.lattc.edu/dma>

## FASHION MERCHANDISING

### Associate in Science Degree

Major Units: 45

Requirements for the Associate in Science degree in Fashion Merchandising may be met by completing 45 units of Required Courses with a "C" or better along with General Education units. Information on the General Education unit requirements may be found in the catalog under Graduation Requirements.

### REQUIRED COURSES

SEMESTER I	UNITS
FASHMER 010 Retail Merchandising	3
FASHMER 025 Fashion and Industry Interchange	3
FASHMER 021 Cultural Perspectives of Dress	3
CAOT 082 Microcomputer Software Survey in the Office -or- CO INFO 701 Introduction to Computers & Their Uses (3)	3

SEMESTER II	UNITS
FASHMER 020 Apparel Product Development	3
FASHMER 035 Fashion Promotion	3
FASHMER 040 Modern Merchandising Math	3
CAOT 085 Microcomputer Office Applications: Spreadsheet -or- CAOT 084 Microcomputer Office Applications: Word Processing (3) -or- BUS 001 Introduction to Business (3)	3

SEMESTER III	UNITS
FASHMER 030 Wholesale Merchandising	3
FASHMER 050 International Fashion Business	3
FASHDSN 244 Photoshop for Fashion Design -or- VISCOM 129 Digital Photo Manipulation (2) -or- FASHDSN 270 Illustrator for Fashion Design (2)	2
COMM 101 Public Speaking	3

SEMESTER IV	UNITS
FASHMER 001 Entrepreneurial Fashion	3
FASHMER 027 Advanced Retail Merchandising -or- FASHMER 041 Fashion Merchandise Buying (3)	3
FASHMER 941 Cooperative Education – Fashion Merchandising	4

## FASHION MERCHANDISING

### Certificate of Achievement

Major Units: 45

Requirements for the Certificate of Achievement in Fashion Merchandising may be met by completing 45 units of Required Courses listed under the Associates degree in Fashion Merchandising with a "C" or better in each course.

You can register in these classes by logging on to the Student Information System at <http://college.lattc.edu/student/new-students/register-now/>

For additional information consult a LATTC college counselor.