

FASHION MERCHANDISING

Pathway: Design and Media Arts
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Award Title	Academic Plan	Award Type	GE Units	Required Course Units	Major Elective Units	Major Units
Fashion Merchandising*	T008653C	A.S.	21*	45	-	45
Fashion Merchandising	T021867D	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.
 These programs are Financial Aid Eligible.

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:
- 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://pathways.lattc.edu/catalog-programs/dmapath/>

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	3
	<i>-or- CO INFO 701 Introduction to Computers & Their Uses (3)</i>	
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	3
	<i>-or- CAOT 084 Microcomputer Office Applications: Word Processing (3)</i>	
	<i>-or- BUS 001 Introduction to Business (3)</i>	
SEMESTER III		UNITS
FASHMER 030	Wholesale Merchandising	3
FASHMER 050	International Fashion Business	3
FASHDSN 244	Photoshop for Fashion Design	2
	<i>-or- VISCOCM 129 Digital Photo Manipulation (2)</i>	
	<i>-or- FASHDSN 270 Illustrator for Fashion Design (2)</i>	
COMM 101	Public Speaking	3
SEMESTER IV		UNITS
FASHMER 001	Entrepreneurial Fashion	3
FASHMER 027	Advanced Retail Merchandising	3
	<i>-or- FASHMER 041 Fashion Merchandise Buying (3)</i>	
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.

To register: <http://college.lattc.edu/student/new-students/register-now/>

For additional information consult a LATTC college counselor.