

Fashion Merchandising

CONSUMER SCIENCE AND DESIGN TECHNOLOGIES

Major 21308

This program is intended to prepare students for employment in the fashion industry. A variety of career opportunities are available in retail merchandising, manufacturing, fashion, promotion, and self-employment. Students intending to pursue a Bachelor's Degree (*transfer program*) should consult with a counselor or advisor to discuss transferability of courses.

Requirements for the Major

Required courses:

FASH 8	Introduction to Fashion	3.0	CSU
FASH 9	History of Costume and Fashion	3.0	CSU
FASH 10	Clothing Fundamentals	3.0	CSU
FASH 15	Fashion Strategies	3.0	CSU
FASH 17	Textiles	3.0	CSU, UC
FASH 30	Fashion Design and Product Development I	3.0	
FASH 62	Retail Store Management and Merchandising, <i>or</i>	3.0	CSU
BUSS 50	Retail Store Management and Merchandising	3.0	CSU
FASH 63	Advertising and Promotion, <i>or</i>	3.0	CSU
BUSS 33	Advertising and Promotion	3.0	CSU
FASH 66	Visual Merchandising Display	3.0	CSU

TOTAL UNITS 27.0

Recommended Electives:

BUSS 36	Principles of Marketing
FASH 25	Fashion Computer-Assisted Drawing
FASH 90	Field Studies
FASH 91	Field Studies – New York
FASH 92	Field Studies – Fashion Capitals
FCS 41	Life Management
FCS 91	Work Experience in Family and Consumer Sciences
FCS 92	Work Experience in Family and Consumer Sciences

FASH 90, FASH 91 and FASH 92 may be taken two times for credit.