

# FASHION MEDIA, EVENTS, & PROMOTION, ASSOCIATE IN SCIENCE DEGREE

Banner Code: 1\_AS\_FMEP

Control Number: 44119

Financial Aid Eligible

The Fashion Media, Events, & Promotions Associate in Science will incorporate general education courses and major coursework to 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 public relations, creative production, writing for social media, photography, and event planning. Upon completion students will be prepared for transfer and/or entry level employment in the fields of event planning, public relations (PR), styling, fashion marketing and media production in the fashion industry and related businesses.

## Program Outcomes

1. Students will have the general education breadth to transfer to applicable four-year programs.
2. Students will demonstrate a working knowledge of fashion marketing and promotions.
3. Students will be able to plan, promote and evaluate special events, with special attention to the skills involved in social media, public relations (PR), and creative production.
4. Students will be able to analyze fashion marketing concepts relevant to industry careers, and develop and execute marketing plans.

Review Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/associate-degree/>) and General Education (<https://catalog.cccd.edu/orange-coast/general-education-patterns/>).

Course	Title	Units
<b>Required Courses</b>		
FASH A110	Applied Textiles and Design	3
FASH A115	Introduction to the Fashion Industry	3
FASH A120	History of Fashion	1.5
FASH A121	Street Style	1.5
FASH A170	Clothing Design and Selection	3
FASH A175	Applied Color and Design Theory	3
or ART A110	Color and Design: Two-Dimensional	
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 A255	Fashion Illustrating Techniques 1	3
<b>Subtotal</b>		<b>29</b>
<b>Directed Coursework</b>		
FASH A117	Creative Production	3

Course	Title	Units
FASH A118	Trend Forecasting	3
FASH A225	Media, Events, and Promotions	3
CMST A109	Social Media Strategies	3
ENGL A123	Writing for Social Media	3
PHOT A109	Smartphone Fashion Photography	2-3
or PHOT A123	Introduction to Digital Photography	
<b>Subtotal</b>		<b>17.0 - 18.0</b>

Requirement	Units
Electives to meet 60-unit degree requirement	2.0 - 1.0
General Education Breadth for AS: 18 Units	12.0
Total Units	60.0

*Art A110 or Fash A175 (Area C1) and Fash A170 (area D) may be double counted for major and OCC AS General Education areas.*

## Program Sequence

These sequences at Orange Coast College are general course curriculum maps for students to finish all major and general education requirements for two-year completion of degrees, and/or fulfillment of transfer requirements. The course sequence may include course prerequisites and other placement requirements. **Students are advised to meet with an Orange Coast College Counselor to review course selections and sequences to ensure that completion of this program will meet a student's transfer and career goals.**

Course	Title	Units
<b>Year 1</b>		
<b>Semester 1</b>		
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
<b>Units</b>		<b>12</b>
<b>Semester 2</b>		
FASH A118	Trend Forecasting	3
FASH A225	Media, Events, and Promotions <sup>1</sup>	3
FASH A110	Applied Textiles and Design	3
ENGL A123	Writing for Social Media <sup>1</sup>	3
OCC AS GE Area A1 - Choose One		3
OCC AS Area C2 - Choose One <sup>2</sup>		3.0
<b>Units</b>		<b>18</b>
<b>Summer</b>		
Math A030: Intermediate Algebra or higher (3-4 Units) <sup>3</sup>		3-4
<b>Units</b>		<b>3-4</b>
<b>Year 2</b>		
<b>Semester 1</b>		
FASH A190	Apparel Industry Sustainability: Environmental, Ethical, & Legal Practices	3
FASH A175	Applied Color and Design Theory (Same as ID A175 GE option 1 area C1) <sup>4</sup>	3
or ART A110	Color and Design: Two-Dimensional	

Course	Title	Units
CMST A109	Social Media Strategies <sup>5</sup>	3
OCC AS Area B - Choose One		3.0
Elective (DEGREE APPLICABLE) <sup>6</sup>		2-1
<b>Units</b>		<b>14-13</b>
<b>Semester 2</b>		
FASH A181	Fashion Internship (Co-requisite: FASH A200)	2
FASH A200	Fashion Internship Lecture (Co-requisite: FASH A181)	1
FASH A182	Professional Practices (Prereq: FASH A115 AND FASH A255) <sup>1</sup>	2
FASH A170	Clothing Design and Selection (GE option 1 area D) <sup>7</sup>	3
PHOT A123 or PHOT A109	Introduction to Digital Photography <sup>8</sup> or Smartphone Fashion Photography	2-3
FASH A117	Creative Production <sup>1</sup>	3
OCC AS GE Area A2 - Choose One <sup>9</sup>		0-4
<b>Units</b>		<b>13-18</b>
<b>Total Units</b>		<b>60-65</b>

<sup>1</sup> Spring Only

<sup>2</sup> Can be taken during Winter/Intersession

<sup>3</sup> Math requirement needed if not met by HS Algebra, 100+ level Math courses satisfy AS Math requirement and OCC AS GE Area A2.

<sup>4</sup> FASH A175 or ART A110 can double-count towards GE Option 1 area C1.

<sup>5</sup> Fall Only

<sup>6</sup> Varies to reach MINIMUM 60 DEGREE APPLICABLE UNITS.

<sup>7</sup> FASH A170 can double-count to satisfy option 1 area D.

<sup>8</sup> PHOT A123 can double-count towards GE Option 1 area C1. PHOT A109 can be taken in the Spring term only.

<sup>9</sup> Area A2 Required if level Math A100+ was not taken OR ELECTIVE DEGREE APPLICABLE UNITS TO REACH THE MINIMUM OF 60 UNITS.