

FASHION MEDIA, EVENTS, & PROMOTIONS, CERTIFICATE OF ACHIEVEMENT

Banner Code: 1_CT_FMEP

Control Number: 44117

Not Financial Aid Eligible

The Fashion Media, Events, & Promotions 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 public relations, creative production, writing for social media, photography, and event planning. Upon completion students will be prepared for 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 demonstrate a working knowledge of fashion marketing and promotions.
2. 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.
3. 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/certificates/#achievementtext>).

Course	Title	Units
Required Courses		
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	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 A255	Fashion Illustrating Techniques 1	3
Subtotal		29

Course	Title	Units
Directed Coursework		
FASH A117	Creative Production	3
FASH A118	Trend Forecasting	3
FASH A225	Media, Events, and Promotions	3

Course	Title	Units
CMST A109	Social Media Strategies	3
ENGL A123	Writing for Social Media	3
PHOT A109	Smartphone Fashion Photography	2
or		
PHOT A123	Introduction to Digital Photography	3
Subtotal		17.0 - 18.0
Total Units		46 - 47

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 A225	Media, Events, and Promotions ¹	3
FASH A110	Applied Textiles and Design	3
ENGL A123	Writing for Social Media ¹	3
Units		12
Year 2		
Semester 1		
FASH A190	Apparel Industry Sustainability: Environmental, Ethical, & Legal Practices	3
FASH A175	Applied Color and Design Theory ²	3
or ART A110	or Color and Design: Two-Dimensional	
CMST A109	Social Media Strategies ³	3
PHOT A123	Introduction to Digital Photography ⁴	2-3
or PHOT A109	or Smartphone Fashion Photography	
Units		11-12
Semester 2		
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) ¹	2
FASH A170	Clothing Design and Selection ⁵	3
FASH A117	Creative Production ¹	3
Units		11
Total Units		46-47

¹ Spring only

2 Fashion Media, Events, & Promotions, Certificate of Achievement

² Same as ID A175, GE option 1 area C1

³ Fall only

⁴ Spring only for PHOT A109

⁵ GE Option 1 area D