

FASHION MERCHANDISING, ASSOCIATE IN SCIENCE DEGREE

Financial Aid Eligible

Banner Code: 1_AS_FSMC

Control Number: 08659

Completion of the Fashion Merchandising Certificate programs prepares students for careers in the fashion industry and in related businesses. Students are encouraged to complete the Associate degree.

Complete the Fashion Certificates of Achievement and the Associate in Science Graduation Requirements as outlined in the Graduation Requirements section of the catalog.

Note: This AS degree may require 64 units for completion, depending on course selection in the major.

Program Outcomes

1. The outcome of the program is to prepare students for entry-level employment as a professional and competent fashion merchandiser in the fields of retail management, retail buying, special events and promotions, visual merchandising, styling, fashion marketing, and public relations.

Associate in Science Degree Requirements

1. **UNIT REQUIREMENT** - 60 UNITS, with at least a 2.0 grade point average. At least 12 of the units must be earned at OCC, with a minimum of one course taken for a letter grade. At least 3 units in an advanced course from the program must be completed at OCC. A student must be enrolled at the time of application for graduation. Units earned at an accredited college or university on a credit/no credit basis will be counted toward the degree requirements of the college, to a maximum of 15 units.
2. **MAJOR REQUIREMENT** - Complete the AA or AS major requirements as detailed in the Degree and Certificate section of this catalog.
3. **MATHEMATICS REQUIREMENT** - Demonstrate competence in mathematics by either obtaining a satisfactory grade (grade of "C" or better or "pass") in a mathematics course at or above the level of Intermediate Algebra as demonstrated by prior coursework, or by demonstrating competency that is comparable through the completion of a college-level math course that has Intermediate Algebra as a prerequisite: Psychology A160 or Math A100 or higher, with the exception of Math A220.
4. **GENERAL EDUCATION REQUIREMENT** - Students may choose to complete Option 1 (OCC AA GE) (<https://catalog.cccd.edu/orange-coast/general-education-patterns/associate-arts-general-education-option-1/>), Option 1 (OCC AS GE) (<https://catalog.cccd.edu/orange-coast/pathways/visual-arts-design-performing-arts/fashion/fashion-merchandising-associate-science-degree/orange-coast/general-education-patterns/associate-science-general-education-option-1/>), Option 2 (CSU GE) (<https://catalog.cccd.edu/orange-coast/general-education-patterns/associate-degree-general-education-option-2/>), or Option 3 (IGETC (<https://catalog.cccd.edu/orange-coast/general-education-patterns/associate-degree-general-education-option-3/>)) to

satisfy the general education requirement. See the General Education Patterns section of this catalog for more information.

Course	Title	Units
Semester 1		
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 A175	Applied Color and Design Theory	3
FASH A177	Fashion Merchandising Concepts	3
Subtotal		15
Semester 2		
FASH A118	Trend Forecasting	3
FASH A255	Fashion Illustrating Techniques 1	3
FASH A170	Clothing Design and Selection	3
FASH A145	Fashion Reporting and Analysis	2
Subtotal		11
Semester 3		
FASH A116	Fashion Styling	3
FASH A190	Apparel Industry Sustainability: The Environment, Ethical Business Practices & the Law	3
DVP A180	Introduction to Display and Visual Presentation	3
MKTG A220	Retail Buying	3
Subtotal		12
Semester 4		
FASH A181	Fashion Internship	2
FASH A200	Fashion Internship Lecture	1
FASH A182	Professional Practices	2
FASH A225	Media, Events, and Promotions	3
MKTG A110 or MKTG A200	Professional Selling Retail E-Commerce Management	3
Subtotal		11
Total Units		49

Fashion Merchandising Suggested Electives

Course	Title	Units
Required Courses		
BUS A118/A118H	Introduction to International Business	3
BUS A239 or MGMT A239	Professional Communication Professional Communication	3
CIS A132	Business Multimedia and Graphics	2
DMAD A181	Introduction to Computer Graphics	3
BUS A240	Entrepreneurship	3
MKTG A142	Direct Marketing	1.5

Requirement	Units
Minimum Program Major Units	49
AS General Education Option 1, 2, or 3	Varies
Total Degree Units	64