

FASHION MERCHANDISING, ASSOCIATE IN SCIENCE DEGREE

Banner Code: 1_AS_FSMC

Control Number: 08659

Financial Aid Eligible

The Fashion Merchandising 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 retail management, retail buying, e-commerce merchandising, fashion marketing, and retail planning in the fashion industry and related businesses. Program Outcomes:

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 retail buying and planning.
3. Students will be able to plan, execute and evaluate e-commerce platforms, with special attention to the skills involved in e-commerce merchandising.
4. Students will be able to analyze retail markets relevant to industry careers, and develop and execute retail 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
Required Courses		
FASH A110	Applied Textiles and Design	3
FASH A115	Introduction to the Fashion Industry	3
FASH A118	Trend Forecasting	3
FASH A119	Introduction to Display and Visual Presentation	3
FASH A120	History of Fashion	1.5
FASH A121	Street Style	1.5
FASH A145	Fashion Reporting and Analysis	2
FASH A170	Clothing Design and Selection	3
FASH A175 or ART A110	Applied Color and Design Theory 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

Course	Title	Units
FASH A210	Intro to E-Commerce	3
FASH A215	Retail E-Commerce Merchandising	3
FASH A220	Retail Buying	3
FASH A255	Fashion Illustrating Techniques 1	3
Total Units		46

Requirement	Units
Minimum Program Major Units	46
AS General Education Option 1, 2, or 3	Varies
Total Minimum Degree Units	60

Fashion Merchandising Suggested Electives

BUS A118 Introduction to International Business or BUS A118H Introduction to International Business Honors
 BUS A239 Professional Communication or MGMT A239 Professional Communication
 CIS A132 Business Multimedia and Graphics
 DMAD A181 Introduction to Computer Graphics
 MKTG A142 Direct Marketing

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.**

Some courses in this program may be offered once per academic year.

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 A145	Fashion Reporting and Analysis ¹	2
FASH A110	Applied Textiles and Design	3
FASH A175 or ART A110	Applied Color and Design Theory ² or Color and Design: Two-Dimensional	3
OCC AS GE Area A1 - Choose One		3
OCC AS GE Area C2 - Choose One ³		3
Units		17
Summer		
Select one of the following or satisfy Math competency (completion of High School Algebra 2 with a "C" or better): ⁴		3-4

Course	Title	Units
MATH A030 or MATH A045	Intermediate Algebra (or Higher) or Combined Elementary and Intermediate Algebra	
Units		3-4
Year 2		
Semester 1		
FASH A190	Apparel Industry Sustainability: Environmental, Ethical, & Legal Practices	3
FASH A119	Introduction to Display and Visual Presentation ⁵	3
FASH A210	Intro to E-Commerce ⁵	3
FASH A220	Retail Buying ⁵	3
Units		12
Semester 2		
FASH A181	Fashion Internship	2
FASH A200	Fashion Internship Lecture	1
FASH A182	Professional Practices ¹	2
FASH A170	Clothing Design and Selection ⁶	3
FASH A215	Retail E-Commerce Merchandising ¹	3
OCC AS GE Area B - Choose One		3
OC AS GE Area A2 - Choose One ⁷		3-4
Units		17-18
Total Units		61-63

¹ Spring term only

² Same as ID A175, GE Option 1 area C1

³ Can be taken during intersession

⁴ Math requirement needed if not met by HS Algebra 2, *100-level Math courses satisfy AS Math requirement and OCC AS GE Area A2.

⁵ Fall term only

⁶ GE Option 1 Area D

⁷ Required if level Math A100+ was not taken.