

# FASHION MERCHANDISING, CERTIFICATE OF ACHIEVEMENT

Financial Aid Eligible

Banner Code: 1\_CT\_FSMC

Control Number: 22421

Completion of the Fashion Merchandising Certificate programs prepares students for careers in the fashion industry and in related businesses.

## 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.

## Certificate of Achievement Requirements

The Certificate of Achievement is a state-approved career program that requires a minimum of eight units and is designed to prepare the graduate to enter a particular field of employment. In order to be awarded a certificate, students are required to obtain a grade of "C" or better in all program-required courses. Grades of "CR" or "P" will be accepted whereas "CR" or "P" meets the equivalency of a "C" or better. At least 3 units in an advanced course from the certificate must be completed at OCC at the department's discretion. Certificates of Achievement are not automatically awarded. A petition must be filed in Enrollment Services or online at the beginning of the semester in which the student will be completing their final requirements. The petitioning periods are listed in the Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/>) section of this catalog. Check with a counselor to determine the requirements for completion.

A list of certificate programs can be found in the Programs A-Z (<https://catalog.cccd.edu/orange-coast/programs-study/>) section of this catalog.

Course	Title	Units
<b>Semester 1</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 A175	Applied Color and Design Theory	3
FASH A177	Fashion Merchandising Concepts	3
Subtotal		15
<b>Semester 2</b>		
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
<b>Semester 3</b>		
FASH A116	Fashion Styling	3

Course	Title	Units
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
<b>Semester 4</b>		
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
<b>Total Units</b>		<b>49</b>

### Fashion Merchandising Suggested Electives

Course	Title	Units
<b>Required Courses</b>		
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