

FASHION MERCHANDISING

Curriculum Guide for Academic Year 2011-2012

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Students planning to **transfer** to a four-year college or university should refer to the ASSIST web site at www.assist.org and **consult a counselor** before beginning a program of study. To meet with a counselor call 562-938-4561 for the LAC, or (562) 938-3920 for PCC. Students may also wish to visit the Transfer Center on either campus.

Program of study leading to: Associate in Arts (A.A.) Degree

<u>REQUIRED ENTRY LEVEL COURSES:</u>			UNITS	In Progress	Completed Grade
FD 3	Intro. to Careers in Design & Merchandising	2			
FD 5	Intro. to Manufacturing for Design & Merchandising	2			
FD 9	Clothing Selection	3			
FD 20	Intro. to Fashion Merchandising	3			
Subtotal Entry Level Units		10			
<u>REQUIRED INTERMEDIATE LEVEL COURSES:</u>			UNITS		
FD 10	Textile Fibers and Fabrics	3			
FD 22A	Merchandising for Profit I	1.5			
FD 22B	Merchandising for Profit II	1.5			
FD 32	History of Fashion	3			
Subtotal Intermediate Level Units		9			
<u>REQUIRED ADVANCED LEVEL COURSES:</u>			UNITS		
FD 23	Fashion/Merchandise Buying	3			
Subtotal Advanced Level Units		3			
TOTAL UNITS		22			

For graduation with an **Associate in Arts (A.A.) Degree with a major in Fashion Merchandising:**

- Units:** Complete a minimum of 60 units, distributed as follows:

Fashion Merchandising Major:	22 units
General Education/A.A.	25 units
Electives/Other courses:	13 units
TOTAL:	60 units
- Scholarship:** Maintain an **overall grade point average (GPA) of 2.0** ("C" average) based on all accredited college work applied to the degree, no matter where completed. For this **field of concentration, complete each course above with a grade of "C" or better**, or "P" if course is graded on a P/NP basis, and **minimum gpa in the concentration of 2.5**.
- Residence for the Degree:** Complete at least 30 units of the required 60 in residence at LBCC, or complete in residence at LBCC at least 20 units within the last 30 units of work applied to the degree.
- Residence for the Field of Concentration:** Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 11 units** of the required 22 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.

Associate Degree requirements continue on the following page:

Associate Degree requirements continued from the previous page:

5. **General Education and Proficiency Requirements:** Complete the required A.A./A.S. General Education and Proficiency requirements*, otherwise known as "Plan A". For Plan A requirements, refer to the general catalog or view it online at <http://osca.lbcc.edu>.
6. Complete and submit the degree application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/>. Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

*The requirements for general education/proficiency and the field of concentration (major) need to be from the same catalog year. This catalog year may be any year between the year of initial enrollment to the present, provided continuous enrollment is maintained throughout. See the catalog for definition of "continuous enrollment".

Unless otherwise noted, "double-counting" is not allowed. That is, one course may not be used to fulfill both a field of concentration requirement and to fulfill a general education requirement.

**Program of study leading to:
Certificate of Achievement**

REQUIRED ENTRY LEVEL COURSES:		UNITS	In Progress	Completed Grade
FD 3	Intro. to Careers in Design & Merchandising	2		
FD 5	Intro. to Manufacturing for Design & Merchandising	2		
FD 9	Clothing Selection	3		
FD 20	Intro. to Fashion Merchandising	3		
FD 200	Fashion Prediction/Promotion; Critical Viewing	1		
Complete ONE (1) of the following courses:				
FACS 50	Consumer Awareness	3		
FACS 64	Life Management	3		
Subtotal Entry Level Units		14		
REQUIRED INTERMEDIATE LEVEL COURSES:		UNITS		
FD 10	Textile Fibers and Fabrics	3		
FD 22A	Merchandising for Profit I	1.5		
FD 22B	Merchandising for Profit II	1.5		
FD 32	History of Fashion	3		
FD 39A	Garment Technical Packages	1		
FD 41AD	Fashion Show Production (one semester)	2.5		
FD 245AD	Computer Applications in Fashion (one semester)	1.5		
MKTG 40	Salesmanship	3		
Complete ONE (1) of the following courses:				
FD 214AB	Quick Sketch Croquis Drawing (one semester)	2		
FD 215AB	Fashion Sketching I (one semester)	2		
Subtotal Intermediate Level Units		19		
REQUIRED INTERMEDIATE LEVEL COURSES:		UNITS		
FD 23	Fashion/Merchandise Buying	3		
♦ FD 70AD	Work Experience Issues (one semester)	1		
♦ FD 72AD OR	Work Experience-Fashion Design	2 OR		
73AD		3		
MKTG 41	Marketing Communications	3		
Complete ONE (1) of the following courses:				
IBUS 1	Introduction to International Business	3		
IBUS 20	Export-Import Business Practices	3		
Subtotal Intermediate Level Units		12 – 13		
TOTAL UNITS		45-46		

Certificate of Achievement requirements continue on the following page.

Certificate of Achievement requirements continued from the previous page.

For graduation with a **Fashion Merchandising Certificate of Achievement**:

1. Complete each of the **REQUIRED COURSES** listed above with a **minimum grade of "C"** and a minimum cumulative grade point average of 2.5.
2. Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 23 units** of the required 44.5 – 45.5 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
3. Complete and submit the certificate application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/>. Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

For both the **Associate in Arts** and the **Certificate of Achievement**, the following courses are recommended, **BUT ARE NOT REQUIRED** to earn either.

RECOMMENDED but not required courses:

FD 24AB	Beginning Sewing	1.5		
IBUS 52	Introduction to Supply Chain Management	3		
CBIS 6A	Intro to IT Concepts & Applications	4		

Suggested Sequence of Classes

<u>First Semester</u>	<u>Units</u>	<u>Second Semester</u>	<u>Units</u>
FD 9	3	FD 5	2
FD 10	3	FD 10	3
FD 20	3	FD 22A	1.5
FD 214AB	2	FD 22B	1.5
FACS 50 or 64	3	FD 32	3
		FD 41AD	2.5
		FD 70AD	1
		FD 72AD OR 73AD	2 OR 3
		FD 200	1
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Semester Total	14	Semester Total	14.5-15.5
<u>Third Semester</u>	<u>Units</u>	<u>Fourth Semester</u>	<u>Units</u>
FD 3	2	▲ FD 70AD	1
FD 23	3	▲ FD 72AD OR 73AD	2-3
FD 45AD	1	IBUS 1	3
▲ FD 70AD	1	MKTG 41	3
▲ FD 72AD OR 73AD	2-3	FD 39A	1
MKTG 40	3		
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Semester Total	12 – 13	Semester Total	10 – 11

Career Opportunities

Students prepare for careers in all phases of retailing and manufacturing in the growing California Fashion Industry. This program also provides lower division preparation for the baccalaureate degree in Fashion Merchandising and Apparel Merchandising Management.

Job Opportunities:

Buyer, Assistant Buyer, Merchandise Manager, Fashion Coordinator, Fashion Director, Display Specialist, Stylist, Advertising, Sales Promotion, Department Manager, Consumer Consultant, Store Manager, Fashion Illustrator, Area Manager plus various opportunities in Apparel Manufacturing and Textiles.

This **Certificate of Achievement** will prepare students for an entry-level position in the apparel retailing, marketing, and manufacturing industry.

This **Associate Degree** will prepare students for career advancement once a certificate has been earned. Field of concentration selection will also facilitate transfer in a related major.

Program Mission and Outcomes

The mission of the Fashion Merchandising Program at LBCC is to provide students with discipline specific skills and knowledge leading to employment in fashion merchandising (retail or manufacturing) or the requisite foundation for transfer to a 4 year college or university.

- Synthesize the theory and principles of organizing and managing small and large retail stores.
- Appraise in-stock and potential purchases using merchandise mathematics correctly to calculate open to buy, inventory control, retail pricing, markup and turnover.
- Analyze and demonstrate merchandise planning and selection techniques.

Legend

◆ FD 70 must be taken concurrently with FD 72AD or 73AD.

▲ FD70 and 73AD in semesters 3 &4 of the suggested sequence of courses are recommended, they are not required in the 3rd or 4th semesters.