

# FASHION MERCHANDISING

## Curriculum Guide for Academic Year 2014-2015

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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](http://www.assist.org) and **consult a counselor** before beginning a program of study. Please call 562-938-4561 for the LAC, or (562) 938-3920 for PCC to schedule a meeting with a counselor. 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		
<b>Subtotal Entry Level Units</b>		<b>10</b>		
<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		
FD 45A	Computer Applications in Fashion	1.5		
FD 200	Fashion Prediction/Promotion: Crit View	1		
<b>Subtotal Intermediate Level Units</b>		<b>11.5</b>		
<u>REQUIRED ADVANCED LEVEL COURSES:</u>		UNITS		
FD 23	Fashion/Merchandise Buying	3		
FD 45B	Advanced Computer Fashion Illustration	1.5		
<b>Subtotal Advanced Level Units</b>		<b>4.5</b>		
<b>TOTAL UNITS</b>		<b>26</b>		

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

- Minimum Unit Requirements:** Any course that appears on a curriculum guide and the General Education Pattern (Plan A) may fulfill both major and general education requirements (Approved by College Curriculum Committee Spring 2012). For this degree, complete a minimum of 60 units in courses numbered 1-599. Please note that additional elective units may be required to meet this minimum based upon courses selected to fulfill General Education for the Associate Degree.
 

<b>Fashion Merchandising Major</b>	26 units
<b>General Education/A.A. §</b>	25 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 13 units** of the required 26 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
- 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>.

**Associate Degree requirements continue on the following page:**

**Associate Degree requirements continued from the previous page:**

- 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".

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

<b>REQUIRED ENTRY LEVEL COURSES:</b>		<b>UNITS</b>	<b>In Progress</b>	<b>Completed Grade</b>
COSA 1	Computer Information Competency	1		
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		
FACS 50 <b>OR</b>	Consumer Awareness <b>OR</b>	3 <b>OR</b>		
FACS 64	Life Management	3		
<b>Subtotal Entry Level Units</b>		<b>15</b>		
<b>REQUIRED INTERMEDIATE LEVEL COURSES:</b>		<b>UNITS</b>		
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 41	Fashion Show Production	2.5		
FD 45A	Computer Applications in Fashion	1.5		
FD 45B <b>OR</b>	Advanced Computer Fashion Illustration <b>OR</b>	1.5 <b>OR</b>		
FD214	Quick Sketch Croquis Drawing	2		
MKTG 40	Salesmanship	3		
<b>Subtotal Intermediate Level Units</b>		<b>18.5-19</b>		
<b>REQUIRED ADVANCED LEVEL COURSES:</b>		<b>UNITS</b>		
FD 23	Fashion/Merchandise Buying	3		
♦ FD 70 <b>AND</b>	Work Experience – Fashion Design <b>AND</b>	1		
♦ FD 72 <b>OR</b>	Work Experience – Fashion Design <b>OR</b>	2 <b>OR</b>		
FD 73	Work Experience – Fashion Design	3		
MKTG 41	Marketing Communications	3		
IBUS 1 <b>OR</b>	Introduction to International Business <b>OR</b>	3 <b>OR</b>		
IBUS 20	Export-Import Business Practices	3		
<b>Subtotal Advanced Level Units</b>		<b>12-13</b>		
<b>TOTAL UNITS</b>		<b>45.5-47</b>		

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

- Complete each of the **REQUIRED COURSES** listed above with a **minimum grade of "C"** and a minimum cumulative grade point average of 2.5.
- Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 22.5 – 23.5 units** of the required 45.5 – 47 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
- 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 for each semester deadline for each semester.

## Recommended Courses

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

FD 24	Beginning Sewing	1.5		
IBUS 52	Introduction to Supply Chain Management	3		
COSA 50	Intro to IT Concepts & Applications	4		

## Suggested Sequence of Classes

<u>First Semester</u>	<u>Units</u>	<u>Second Semester</u>	<u>Units</u>
COSA 1	1	FD 5	2
FD 9	3	FD 22A	1.5
FD 10	3	FD 22B	1.5
FD 20	3	FD 32	3
FD 45	1.5	FD 41	2.5
<b>Semester Total</b>	<b>11.5</b>	FD 200	1
		<b>Semester Total</b>	<b>11.5</b>
<u>Third Semester</u>	<u>Units</u>	<u>Fourth Semester</u>	<u>Units</u>
FD 3	2	FACS 50 or 64	3
FD 23	3	FD 214 or FD 458	1.5 or 2
FD 39A	1	IBUS 1 or IBUS 20	3
▲ FD 70	1	MKTG 41	3
▲ FD 72 or 73	2 or 3	<b>Semester Total</b>	<b>10.5-11</b>
MKTG 40	3		
<b>Semester Total</b>	<b>12-13</b>		

## 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.

- Create an environment that promotes critical thinking, creativity, teamwork, soft skills, multicultural and global awareness and understanding of social organizational and technological systems.
- Provide educational opportunities in the field of fashion for career employment, advanced study & professional development.
- Calculate mark-ups, markdowns and open-to buy using formulas.

## Legend

♦ FD 70 must be taken concurrently with FD 72 or 73.

▲ FD70 and 73 in the third semester of the suggested sequence of courses are recommended, but they are not required to be taken in that semester.