

FASHION MERCHANDISING

Curriculum Guide for Academic Year 2020-2021

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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. 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	Product Development	2		
FD 9	Clothing Selection	3		
FD 20	Introduction to Fashion Industry	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 (SP)	1.5		
FD 32	History of Fashion	3		
FD 45	Digital Fashion Illustration	3		
FD 200	Fashion Prediction/Promotion: Crit View (SP)	1		
Subtotal Intermediate Level Units		11.5		
<u>REQUIRED ADVANCED LEVEL COURSES:</u>		UNITS		
FD 23	Fashion/Merchandise Buying (F)	3		
FD 46	Advanced Digital Fashion Illustration	1.5		
Subtotal Advanced Level Units		4.5		
TOTAL UNITS		26		

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.

Fashion Merchandising Major	26 units
General Education/A.A. §	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.

Associate Degree requirements continue on the following page:

Associate Degree requirements continued from the previous page:

- 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>.
- 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**

REQUIRED ENTRY LEVEL COURSES:		UNITS	In Progress	Completed Grade
COSA 1	Computer Information Competency	1		
FD 3	Intro. to Careers in Design/Merchandising	2		
FD 5	Product Development	2		
FD 9	Clothing Selection	3		
FD 20	Introduction to Fashion Industry	3		
FD 24	Fundamentals of Apparel Construction	3		
FD 200	Fashion Prediction/Promotion: Crit View (SP)	1		
FACS 50 OR	Consumer Awareness	3 OR		
FACS 64	Life Management	3		
Subtotal Entry Level Units		18		
REQUIRED INTERMEDIATE LEVEL COURSES:		UNITS		
FD 10	Textile Fibers and Fabrics	3		
FD 22A	Merchandising for Profit I (SP)	1.5		
FD 32	History of Fashion	3		
FD 39	Garment Technical Packages	1		
FD 41	Fashion Promotion (SP)	2.5		
FD 45	Digital Fashion Illustration	3		
FD 46 OR	Advanced Digital Fashion Illustration OR	1.5 OR		
FD21	Quick Sketch Croquis Drawing	2		
MKTG 40	Salesmanship	3		
Subtotal Intermediate Level Units		18.5-19		
REQUIRED ADVANCED LEVEL COURSES:		UNITS		
FD 23	Fashion/Merchandise Buying	3		
FD 271WE	Work Experience – Fashion Design	1-4		
MKTG 41	Marketing Communications	3		
IBUS 1 OR	Introduction to International Business OR	3 OR		
IBUS 20	Export-Import Business Practices	3		
Subtotal Advanced Level Units		10-13		
TOTAL UNITS		46.5-50		

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 23.5-25 units** of the required 46.5-50 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	Fundamentals of Apparel Construction	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 3	2	FD 9	3
FD 10	3	FD 22A	1.5
FD 20	3	FD 41	2.5
FD 453	3	FD 200	1
FD 24	3	Semester Total	10
Semester Total	15		
<u>Third Semester</u>	<u>Units</u>	<u>Fourth Semester</u>	<u>Units</u>
FD 23	3	FD 21 or FD 46	2 or 1.5
FD 32	3	IBUS 1 or IBUS 20	3
FD 39	1	MKTG 41	3
MKTG 40	3	Semester Total	7.5 - 8
Semester Total	10		

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.