



# Fashion Merchandising

Associate in Applied Arts and Sciences (AAAS) or  
Certificate of Proficiency (CP)

Planning Guide 2017-2018

EPC 2102 & 2103

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## Program Information:

**Length of Program:** 45-93 Credits  
**Completion Award:** A.A.A.S. Degree or Certificate of Proficiency  
**Enrollment:** Fall, Winter, Spring  
**Approximate Quarterly Costs:** \$25-\$85  
*(in addition to tuition, books and parking)*  
**Website:** [www.shoreline.edu/busad/genbusad.aspx](http://www.shoreline.edu/busad/genbusad.aspx)

## Program Advisor:

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## Program Description:

The Associate in Applied Arts and Sciences degree and Certificate are designed to provide students with the knowledge and skills in specific career fields to enter the workforce directly upon completion of the degree or certificate. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA degree planning guide.

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## Fashion Merchandising—What is it?

Fashion is big business and Fashion Merchandising plays an important role in connecting consumers to the latest fashions and trends. Built on a solid foundation of general business courses, the Fashion Merchandising program explores the fashion industry from product design to the retail store, including fashion production, choice of textiles, store layout, merchandise displays, retail buying, consumer research marketing and management.

## Program Outcomes:

Students who successfully complete this program **-by achieving a GPA of 2.0 or better for the entire program-**should be able to:

1. Demonstrate an understanding of the fashion and merchandising industry;
2. Understand the history of textiles, costumes and designs;
3. Identify fashion and merchandising trends;
4. Develop buying plans and effectively display merchandise;
5. Understand general business operations and principles, including marketing and sales, planning and buying, management and supervision, business law and professional communications.

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## Career Opportunities—What can I do with a Degree or Certificate in Fashion Merchandising?

From Merchandise and Store Managers to Assistant Buyers, Merchandise Planners, Marketing Specialists and Sales Representatives, Fashion Merchandising graduates develop knowledge and skills to work in a variety of positions in the fashion industry, as well as any other business sector. Salaries vary depending on the type and size of the business and the level of job responsibilities. Entry-level salaries generally average \$35,200 to \$51,100.

**Potential employers include:** Apparel, retail and/or department stores such as REI, Eddie Bauer, Macy's, Union Bay and many others. Students develop general business skills that can provide opportunities for careers in any business sector. For more, please visit career information and resources at [www.shoreline.edu/acc/CareerCounseling.aspx](http://www.shoreline.edu/acc/CareerCounseling.aspx).

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**Program Prerequisites:** Placement into ENGL& 101 English Composition OR BTWRT 215 Business Communications; and placement into MATH 070 Introduction to Algebra or BUS 102 Business Mathematics.

A.A.A.S. DEGREE – 93 Credits

CERTIFICATE OF PROFICIENCY – 45 Credits

<b>GENERAL EDUCATION CORE REQUIREMENTS   18 Credits</b>			
<b>COURSE</b>	<b>QTR</b>	<b>GR</b>	<b>CR</b>
BTWRT 215 Business Communications			5
BUS 103 Multiculturalism in the Workplace			3
BUS 104 Human Relations			5
Quantitative/Symbolic Reasoning : BUS 102 Business Mathematics			5

<b>COURSE REQUIREMENTS   45 Credits</b>			
<b>COURSE</b>	<b>QTR</b>	<b>GR</b>	<b>CR</b>
BUS& 101 Intro to Business			5
BUS 102 Business Mathematics			5
BUS 120 Principles of Marketing			5
BUS 130 Intro to Fashion*	<b>FALL</b>		5
BUS 135 Retail Marketing*	<b>WIN</b>		5
BUS 225 Professional Selling*	<b>FALL</b>		5
BUS 230 History of Fashion*	<b>WIN</b>		5
BUS 235 Retail Buying and Mgt*	<b>SPR</b>		5
BUS 250 Human Resource Mgt*	<b>SPR</b>		5

<b>FASHION CORE REQUIREMENTS   75 Credits</b>			
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 130 Intro to Fashion*	<b>FALL</b>		5
BUS 135 Retail Marketing*	<b>WIN</b>		5
BUS& 201 Business Law			5
BUS 220 Advertising & Sales Promotion*	<b>SPR</b>		5
BUS 225 Professional Selling*	<b>FALL</b>		5
BUS 230 History of Fashion*	<b>WIN</b>		5
BUS 235 Retail Buying and Mgt*	<b>SPR</b>		5
BUS 240 e-Business*	<b>FALL</b>		5
BUS 250 Human Resource Mgt*	<b>SPR</b>		5
BUS 255 Principles of Management*	<b>FALL</b>		5
ECON 100 Economic Principles			5

\* Course is offered once a year during the quarter listed

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

**RECOMMENDATIONS:**

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<b>REQUIRED COURSE</b>	<b>APPROVED SUBSTITUTION</b>
BUS 102 Business Mathematics	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course†
BTWRT 215 Bus. Communications	ENGL& 101 English Composition I
ECON 100 Economic Principles	ECON& 201 Micro Economics

<b>RECOMMENDED</b>			
BUSTC 105 Computer Applications			5

† Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105, EDUC 117

<b><u>APPROVAL TO GRADUATE</u></b>	
_____ <i>Student Name &amp; SID</i>	_____ <i>Date</i>
_____ <i>Faculty Advisory</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credential Approval</i>	_____ <i>Date</i>

### Sample Schedule for A.A.A.S. Degree

1 <sup>st</sup> Year	2 <sup>nd</sup> Year
<p><b>Fall Quarter</b></p> <p>BUS 120 Principles of Marketing 5</p> <p>BUS 130 Principles of Fashion* 5</p> <p>BUS 225 Professional Selling* 5</p> <p><b>Winter Quarter</b></p> <p>BUS 102 Business Mathematics 5</p> <p>BUS 135 Retail Marketing* 5</p> <p>BUS 230 History of Fashion* 5</p> <p><b>Spring Quarter</b></p> <p>BUS 220 Advertising &amp; Sales Promotion* 5</p> <p>BUS 235 Retail Buying and Mgt.* 5</p> <p>BUS 250 Human Resource Mgt* 5</p>	<p><b>Fall Quarter</b></p> <p>BUS 104 Human Relations 5</p> <p>BUS 240 e-Business* 5</p> <p>BUS 255 Principles of Management* 5</p> <p><b>Winter Quarter</b></p> <p>ACCT&amp; 201 Prin of Accounting I 5</p> <p>BUS&amp; 201 Business Law 5</p> <p>BUS&amp; 101 Intro to Business 5</p> <p><b>Spring Quarter</b></p> <p>BUS 103 Multiculturalism in the Workplace 3</p> <p>ACCT&amp; 203 Prin of Accounting III 5</p> <p>BTWRT 215 Bus Communications 5</p> <p>ECON 100 Economic Principles 5</p>
<p>* Course offered once per year, during the quarter listed.</p>	