

FASH 151 Fashion Merchandising

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Examines the retail and wholesale aspects of the fashion industry by studying trends, consumer behavior and fashion marketing. Covers globalization of the apparel industry, production costs, display, fashion promotion and advertising as well as career choices such as retail buyers, store managers, fashion directors, visual merchandisers, and sales associates. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

Units: 3

Hours/semester: 48-54 Lecture; 96-108 Homework

Transfer Credit: CSU

