

CA Fashion Design Merchandising

Fashion merchandising requires the combination of the creative and business skill sets. Strategy and marketing know how are essential for the skilled professional. Fashion merchandising requires good analytical, communication, and visual skill sets. As the global retail sector diversifies and multiple channels including web and store based operations grow, there is a growing need for merchandisers.

Career Opportunities

Career opportunities within the retail sector include: Visual Merchandise Manager, Visual Display Manager, Promotions Manager, Sales Manager, Account Specialist, Buyer, Merchandise Manager, Public Relations Manager, Sales Associate, Sales Representative, Account Manager, Point of Purchase Representative.

Program Learning Outcomes

Students completing this program will be able to:

1. Communicate design concepts clearly and concisely (i.e. visual, oral, and written).
2. Develop competitive industry standard skills in the respective fields.
3. Understand the elements and principles of design through discipline-specific implementation.

Major: Core and Selective Requirements

Complete Core Courses, 18 units		Units
FASH 100	Principles of Design	3 units
FASH 113	Textiles	3 units
FASH 123	Introduction to the Fashion Industry	3 units
FASH 151	Fashion Merchandising	3 units
FASH 225	Apparel Analysis	3 units
FASH 226	Visual Merchandising and Display	3 units

