



Fashion Merchandising

Certificate of Completion (CC)

Planning Guide 2012–2013

Revised 4/25/12

Program Information

Length of Program: 30 Credits

Completion Award: Certificate of Completion

Enrollment: Fall, Winter, Spring

Approximate Quarterly Costs: \$25-\$85
(in addition to tuition, books and parking)

Website: www.shoreline.edu/genbus.aspx

Program Advisors:

David Starr

206-546-4725 dstarr@shoreline.edu Rm 1405

Laura Portolese Dias

206-546-4688 lportole@shoreline.edu Rm 1406

Stephen McCloskey

206-546-5871 smccloskey@shoreline.edu Rm 1408

Program Description

Shoreline Community College offers a short-term program in Business Administration leading to a Certificate of Completion (CC) and an entry level position in the fashion industry. Students interested in advancement are encouraged to enroll in a longer course of study to complete a Certificate of Proficiency (CP) or an Associate in Applied Arts and Sciences (AAAS) degree in Fashion Merchandising. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.

EPC 2104

Fashion Merchandising—What is it?

The Fashion Merchandising program is built on a solid foundation of general business courses and knowledge of the fashion industry from design ideas to the retail store, including fashion production, choice of textiles, merchandise displays, retail buying, marketing and management. For advanced study, students can apply credits toward a Certificate of Proficiency or Associate in Applied Arts and Sciences degree in Fashion Merchandising.

Program Outcomes:

Students who successfully complete this 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.

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

Fashion Merchandising graduates develop knowledge and skills to work in a variety of positions in the fashion industry, such as Assistant Buyer, Assistant Manager, Merchandise Planners, Marketing Specialists and Sales Representatives. Salaries vary depending on the type and size of the business, the level of job responsibilities and previous experience.

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 the career information and resources at www.shoreline.edu/acc/CareerCounseling.aspx

Fashion Merchandising Planning Guide—2012–2013 | Certificate of Completion (CC)

PROGRAM PREREQUISITES: Placement into ENGL& 101 English Composition OR BUSTC 215 Professional Communications; and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

CERTIFICATE OF COMPLETION—30 Credits

COURSE REQUIREMENTS			
Core Business Requirements	QTR	GR	CR
BUS& 101 Intro to Business			5
BUS 102 Business Math			5
BUS 120 Principles of Marketing			5
Fashion Merchandising Requirements			
BUS 130 Intro to Fashion*	FALL		5
BUS 135 Retail Marketing*	WIN		5
BUS 230 History of Fashion*	WIN		5

* Courses marked with an asterisk are offered during the quarter listed.

Course Substitutions:	
Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH& 107 Math in Society

RECOMMENDATIONS:

Job Search Information

<http://www.workforceexplorer.com/>

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.

CERTIFICATE COMPLETION

Students should automatically receive their Certificate after successful completion all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.