

## Associate in Applied Science (A.A.S.) in Fashion Merchandising

### PROGRAM OVERVIEW

The Fashion Merchandising program is designed to fulfill the needs of those students who are seeking a career in the business side of the fashion industry. Students in fashion merchandising learn about the planning, production, promotion, and distribution of products in fashion industries to meet consumer demand. Students learn to define and analyze target markets, forecast trends, design and use visual communication, and plan and promote fashion products. Students also gain real-world skills in verbal, written, and visual presentation, computer networking, product development, business communication, and project management.

UDC-CC's Fashion Merchandising graduates will be trained to launch lucrative careers within the District of Columbia by seeking immediate employment in entry level positions primarily as retail buyers, purchasing managers, and fashion product developers. The program fulfills a need to support the District of Columbia in its creation of 3,500 new retail-related jobs through the Mayor's Creative Action Agenda to add one million square feet of new retail space in the District. The Department of Labor has predicted that employment of retail managers in the District of Columbia will grow approximately 15 percent by 2012. UDC-CC's Fashion Merchandising program has already received support from fashion industry giants such as Tommy Hilfiger's foundation.

The program will also prepare students with professional experiences. Students will be trained to work as interns at major fashion companies, sponsored by partnerships with corporations and internationally renowned organizations like Fashion Group International (FGI) and the Black Retail Action Group (BRAG), among others. The UDC-CC Fashion Merchandising program consists of 62 credit hours: 26 hours of liberal arts courses and 36 hours of Fashion Merchandising courses including one elective, an internship, and a capstone course.

### ACADEMIC PREPAREDNESS

UDC recognizes the important connection between student success and academic preparedness. Depending on placement test scores and/or equivalent college course work, students may be required to complete co-requisite courses in English and math. ***Only credits earned for the college-level portion of the co-requisite course pairing count towards degree completion requirements.***

#### Co-Requisite Courses for English

| Course #  | Title                           | Credits | Grade | Semester |
|-----------|---------------------------------|---------|-------|----------|
| ENGL-015  | English Fundamentals <i>and</i> | 3       |       |          |
| IGED-110C | Foundation Writing I            | 3       |       |          |

#### Co-Requisite Courses for Math

| Course #  | Title                              | Credits | Grade | Semester |
|-----------|------------------------------------|---------|-------|----------|
| MATH-015C | Introduction to Algebra <i>and</i> | 3       |       |          |
| IGED-120C | Foundation Quantitative Reasoning  | 3       |       |          |

### SEQUENCE OF STUDY

The required courses for the degree program are listed in suggested sequence on the reverse side of this document. Students are expected to complete prerequisite and co-requisite courses as indicated.

- A *Prerequisite* is a requirement which must be completed prior to enrollment in a particular class. This can be a placement test score or a course. For example, ENGL-111: English Composition I must be taken prior to ENGL-112: English Composition II. A *Co-requisite* is a course that must be taken in the same semester. For example, APCT 104C: Introduction to Applications of Computers Lecture must be taken along with APCT 105C: Introduction to Applications of Computers Lab.

**GUIDE TO SUBJECTS** – When registering for courses, use the key below to search for courses by subject.

|             |                    |             |                                   |             |             |
|-------------|--------------------|-------------|-----------------------------------|-------------|-------------|
| <b>ENGL</b> | English            | <b>FSMD</b> | Fashion Merchandising             | <b>MATH</b> | Mathematics |
| <b>FSEM</b> | First Year Seminar | <b>GRCT</b> | Graphic Communications Technology | <b>SPCH</b> | Speech      |

**Associate in Applied Science (A.A.S.) in Fashion Merchandising** (Below are the required courses for the degree program arranged in suggested sequence. All core courses are held on the Backus Campus, Building 54.)

**FIRST SEMESTER**

| Course #                   | Course Title                          | Credits   | Semester | Grade | Prerequisites                                            |
|----------------------------|---------------------------------------|-----------|----------|-------|----------------------------------------------------------|
| FSEM-101C                  | First Year Seminar                    | 1         |          |       |                                                          |
| IGED-110C                  | Foundation Writing I                  | 3         |          |       | ENGL-014C and ENGL-015C or required placement test score |
| IGED-120C                  | Foundation Quantitative Reasoning     | 3         |          |       | MATH-015C or required placement test score               |
| IGED-130C                  | Foundation of Oral Communication      | 3         |          |       |                                                          |
| FSMD-101C                  | Fashion Merchandising Fundamentals    | 3         |          |       |                                                          |
| FSMD-103C                  | Principles of Clothing Construction I | 3         |          |       |                                                          |
| <b>Total Credit Hours:</b> |                                       | <b>16</b> |          |       |                                                          |

**SECOND SEMESTER**

| Course #                   | Course Title                             | Credits   | Semester | Grade | Prerequisites |
|----------------------------|------------------------------------------|-----------|----------|-------|---------------|
| IGED-111C                  | Foundation Writing II                    | 3         |          |       | IGED-110C     |
| IGED-220C                  | Discovery Quan & Econ Reasoning          | 3         |          |       | IGED-120C     |
| GRCT-109C                  | Digital Applications                     | 3         |          |       |               |
| FSMD-121C                  | Textiles                                 | 3         |          |       |               |
| FSMD-104C                  | Principles of Clothing & Construction II | 3         |          |       | FSMD-103C     |
| <b>Total Credit Hours:</b> |                                          | <b>15</b> |          |       |               |

**THIRD SEMESTER**

| Course #                   | Course Title                                   | Credits   | Semester | Grade | Prerequisites                                 |
|----------------------------|------------------------------------------------|-----------|----------|-------|-----------------------------------------------|
|                            | Arts and Humanities Elective                   | 3         |          |       |                                               |
| FSMD-225C                  | Principles of Retail Buying                    | 3         |          |       |                                               |
| FSMD-242C                  | Intro to Business of Fashion Merchandising     | 3         |          |       | FSMD-101C                                     |
| FSMD-296C                  | Internship -Fashion Industry Independent Study | 3         |          |       | FSMD-242C, FSMD-261C, FSMD-255C and FSMD-104C |
|                            | Behavioral/Social Science                      | 3         |          |       |                                               |
| <b>Total Credit Hours:</b> |                                                | <b>15</b> |          |       |                                               |

**FOURTH SEMESTER**

| Course #                   | Course Title                                          | Credits   | Semester | Grade | Prerequisites                                 |
|----------------------------|-------------------------------------------------------|-----------|----------|-------|-----------------------------------------------|
| FSMD-255C                  | Trend Forecasting I                                   | 3         |          |       |                                               |
| FSMD-261C                  | Introduction to Fashion Marketing                     | 3         |          |       |                                               |
|                            | Natural Science w/Lab                                 | 4         |          |       | MATH-015C                                     |
|                            | Fashion Merchandising Elective ( <i>choose one</i> ): | 3         |          |       |                                               |
|                            | FSMD-222C: Advanced Textiles                          |           |          |       | FSMD-121C                                     |
|                            | FSMD-232C: Fashion in the Urban Marketplace           |           |          |       |                                               |
|                            | FSMD-240C: History of Costume                         |           |          |       |                                               |
|                            | FSMD-250C: Color Theory Science                       |           |          |       | FSMD-121C                                     |
|                            | Fashion Merchandising Capstone                        | 3         |          |       | FSMD-242C, FSMD-261C, FSMD-255C and FSMD-104C |
| <b>Total Credit Hours:</b> |                                                       | <b>16</b> |          |       | <b>June 17, 2020</b>                          |

**Total Credit Hours for A.A.S. Degree in Fashion Merchandising: 62**