



PIERCE
COLLEGE

CERTIFICATE IN FASHION MERCHANDISING

REQUIREMENTS (15 CREDITS)

FASH 160	Intro to Fashion Merchandising	5
FASH 162	Fashion Design & Clothing Construction Analysis	5
FASH 163	Consumer Textiles	5

BUSINESS MANAGEMENT REQUIREMENTS (20 CREDITS)

MNGT 182	Creative Sales	5
MNGT 186	Professional Development	5
MNGT 275	Intro to Visual Promotion	5
MNGT 293	Retailing and Merchandising	5

GENERAL BUSINESS REQUIREMENTS (18 -20 CREDITS)

ACCT 101	Survey of Accounting	5
† BUS 107	Business Mathematics	5
<i>Select one:</i>		3-5
** CIS 110	Intro to Micro Business Applications (3)	
** CIS 121	Intro to Computer Information Systems (5)	
<i>*Select one:</i>		5
† BUS 105	Business English I	
† ENGL& 101	English Composition I	

Total Credits Required 53-55

**Meets related instruction requirements for professional/technical programs*

***Minimum of 35 wpm keyboarding required*

†Prerequisite required

Notes:

possibilities.
realized.

CERTIFICATE IN FASHION MERCHANDISING

Pierce College offers the Fashion Merchandising Certificate at the Ft. Steilacoom campus. The program is designed to expose students to fashion design and textiles, as well as to creative sales and merchandising techniques. The certificate program encompasses classes also required for the Associate in Business, so students can earn the certificate, obtain a job in the field, and then continue their studies to enhance skills and improve eligibility for promotion.

Students who intend to transfer to a four-year institution should work closely with an advisor.

The Fashion Merchandising Certificate is designed to prepare students for entry-level positions.

**Window Dresser
Merchandise Displayer
Sales Person
Management Trainee
Marketing Assistant
Retail Merchandiser**

Pierce College does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability or age in its programs and activities.

Special funding may be available for unemployed workers and low-wage working parents. See your advisor or call (253) 964.6265.

Related Codes

Intent: **F or J**

Business: **Site = 210C**

This curriculum sheet was printed with funds from the Carl D. Perkins Act.

Fall 2011

- Utilize the vocabulary of fashion appropriately.
- Recognize the impact of various brand and designer names on consumer buying behavior.
- Discuss the fashion cycle, trends, and forecasting and analyze the effect these have on the fashion industry.
- Analyze business strategies used in the fashion industry. Business strategies include branding, licensing, product development, distribution control, outsourcing, consolidation, public trading, and private investment.
- Analyze various cultural, political, economic, technical, sociological and psychological factors that influence fashion and consumers.
- Explain the interrelationship between various segments of the fashion industry: fiber and textile production, apparel design/manufacturing, distribution, marketing, and retail
- Analyze major issues facing the apparel industry today including global production, trade deficits, sweatshop labor, technology applications, price/value perceptions, and market/consumer trends.
- Analyze current and future dimensions of fashion retailing including traditional retail, non-store retail, and international expansion.
- Identify fashion information resources and advisory services and utilize these in researching components of the fashion industry.
- Demonstrate personal responsibility and accountability by attending class, actively participating, and meeting time commitments.

For More Information:

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