



AS | FASHION DESIGN AND MERCHANDISING

FASH

CAREER OPPORTUNITIES

Graduates of the Brookdale AS Fashion Design and Merchandising degree program have careers in:

- Apparel Design
- Product Development
- Costume Design
- Retail Management
- Visual Merchandising
- Independent Retail
- Fashion Marketing
- Buying
- Styling
- Trend Forecasting

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BROOKDALE
COMMUNITY COLLEGE

HERE WILL GET YOU THERE



AS | FASHION DESIGN AND MERCHANDISING

Students who wish to prepare for a career in the design or wholesale/retail fashion industry should select this program which combines fashion studies with business and general education courses. After graduation, students may choose to transfer to bachelor degree programs in colleges which offer fashion design or merchandising degrees. Graduates of this program have been accepted with full credit to the upper division of four-year colleges which offer fashion-related Bachelor degrees.

Graduates of this program will be able to:

Evaluate the sourcing and sustainability trends in the apparel and textile industry

Demonstrate a working knowledge of the fashion industry from concept to consumer

Compare and contrast historical costume dress to contemporary dress

Apply appropriate visual merchandising and advertising techniques

Demonstrate techniques and use of materials required to construct sewn products

Demonstrate an understanding of the interrelationships between the consumer and the primary, secondary, retailing and auxiliary segments of the fashion industry

DEGREE REQUIREMENTS:

General Education

30 credits

Code	Course	Credits
ENGL121	English Composition: The Writing Process	3
ENGL122	English Composition: Writing and Research	3
ARTH106	History of Art: Ancient Through Medieval	3
COMP128		1
COMP129	Information Technology	3
ECON106	Micro Economics	3
ENVR107	Environmental Science	4
MATH131	Statistics	4 <i>or</i>
MATH145	Algebraic Modeling	4
ANTH105	Cultural Anthropology	3 <i>or</i>
ANTH106	Cultures of the World	3
SPCH115	Public Speaking	3

Career Studies

30 credits

21 credits as follows:

Code	Course	Credits
FASH121	Fashion Merchandising	3
FASH122	Textile Science	3
FASH131	Sewing Techniques I	3
FASH212	Visual Merchandising and Display	3
FASH224	Case Studies and Executive Development In Fashion Merchandising	3
FASH225	Survey of Historic Costume	3
FASH235	Global Sourcing and Sustainability in Fashion	3

9 credits from one of the following concentrations:

Fashion Design

Code	Course	Credits
ARTS122	Color Theory	3
FASH132	Sewing Techniques II	3
FASH215	Fashion Illustration	3

Fashion Merchandising

Code	Course	Credits
FASH213	Buying and Merchandise Math	3
MRKT101	Introduction to Marketing	3
MRKT111	Fundamentals of Retailing	3

Total credits required for degree: 60