

FASHION MERCHANDISING AND MANAGEMENT (FASH)

FASH 30. Fashion and Human Environment. 3 Units

General Education Area/Graduation Requirement: GE AREA D

Term Typically Offered: Fall, Spring, Summer

This course serves as an introduction to the study of fashion and human environment and how fashion is perceived, marketed, and internalized within individuals across Western and non-Western cultures. A focus on both internal factors such as psychological, aesthetic and self-image, and external factors such as social, economic, cultural and political experiences will be addressed.

FASH 31. Textiles. 3 Units

Term Typically Offered: Fall only

Study of the characteristics of fibers, yarns, fabrics, and finishes. Emphasis on fabric performance, serviceability as they affect consumer satisfaction. Discussion of environmental concerns in the textile industry and laws relating to textile products.

FASH 32. Fundamentals of Apparel Production. 3 Units

Prerequisite(s): You must be a FACS major or FASH major to enroll in this course.

Term Typically Offered: Fall, Spring

Principles of fit and design. Applied basic construction with emphasis on standards and custom techniques. Characteristics of fabrics used; individual pattern adjustment. Lecture, discussion, demonstration one hour; laboratory four hours.

FASH 130. History Of Fashion. 3 Units

Term Typically Offered: Spring only

A study of dress in Western civilization from ancient times through the present. An interdisciplinary approach is used to examine how clothing communicates values displayed by the individual and functions as a reflection of trends in technology, political events, social ideals, and cultural developments such as art and music. Emphasis on the contributions and perspectives of women as well as differing roles in the production, dissemination, and consumption of clothing in relation to socioeconomic groups. Lecture, discussion.

FASH 131. Quality Analysis: Apparel. 3 Units

Prerequisite(s): FACS 31, FACS 32.

Term Typically Offered: Spring only

Analysis of apparel construction and production; current industrial and technological developments. Discussion of sizing and quality standards with emphasis on identification of fabrics, garment styles, finding and trims. Lecture, discussion, demonstration, field trips. Field trip(s) may be required.

FASH 133. Creative Principles of Apparel Design. 3 Units

Prerequisite(s): FACS 30 and FACS 31

Term Typically Offered: Fall only

Study of the functional and aesthetic elements of apparel design. The creative process and development of illustrative techniques. Development of creative approaches through projects of experimental, contemporary and traditional techniques with emphasis on elements of design, and selection and organization of colors, forms, materials and accessories for apparel production. Studio-activity six hours.

FASH 134. Introduction to Fashion Industry. 3 Units

Term Typically Offered: Fall, Spring

Designed to develop an awareness and understanding of the total fashion industry including past, present and future directions of costume design, manufacturing, textiles, retailers' publications, buying offices, advertising and the consumer.

FASH 135. Merchandise Buying. 3 Units

Prerequisite(s): FACS 134.

Term Typically Offered: Fall only

Detailed study of merchandising mix, purchasing plan, inventory plan, assortment plan, pricing, markdown, markup, and reports. Review of planning and control processes and the buyer's role in merchandise management and decision-making. Lecture, discussion.

FASH 136. Fashion Retailing. 3 Units

Prerequisite(s): FACS 134.

Term Typically Offered: Spring only

A in-depth exploration of fashion retailing from different perspectives, including organizational structure, store location and image with a focus on visual merchandising techniques, and fashion advertising and promotion strategies. Lecture-discussion.

FASH 137. Clothing, Society, and Culture. 3 Units

General Education Area/Graduation Requirement: GE AREA D

Term Typically Offered: Fall, Spring

Study of the relationship of humans and clothing within their cultural and social environment. Introduction to the fundamentals of social psychology in the examination of clothing and appearance. Clothing and appearance are studied as forms of nonverbal communication and as devices for expressing cultural and social values.

FASH 139. Textiles and Apparel in the Global Economy. 3 Units

Prerequisite(s): FACS 134 or MKTG 101.

Term Typically Offered: Spring only

Overview of global factors affecting the textiles and apparel industries and trade, the impact of textiles and apparel industries on the economy and consumers, the US textiles and apparel in the global economy, and strategies for balancing conflicting interest.

FASH 146. Fashion Entrepreneurship. 3 Units

Prerequisite(s): FASH 134.

Term Typically Offered: Fall only

This course addresses the essentials of entrepreneurship in the fashion industry, including management, market segmentation, financial statements, cash flow, accessing capital, e-commerce, omni-channel retailing, and challenges facing emerging enterprises. Special emphasis is placed on the essentials of planning that are vital to entrepreneurial success, as well as a step-by step guide for starting a fashion business.

FASH 148. Fashion Law. 3 Units

Prerequisite(s): FACS 134

Term Typically Offered: Fall only

This course provides an overview of legal issues affecting the fashion industry and its professionals with an emphasis on fashion entrepreneurship, design, advertising and promotion, production, sourcing, marketing and retailing. Students will also learn about fashion regulatory and policy issues, intellectual property (copyright, trademarks, patents), contractual agreements, leasing, commercial operations and expansion, and the international development of a fashion business.