

# 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. Science of Textile. 3 Units

**General Education Area/Graduation Requirement:** Physical Science (B1)

**Term Typically Offered:** Fall, Spring, Summer

Introduction to textile science fundamentals to guide daily textile product selection, use, and care. Overview of physical and chemical properties of textile composition and its impact on textile product performance. Emphasis of textile as a unique medium for studying physical science through an approachable and real-life applicable lens. Discussion of environmental impact of the textile industry as well as scientific innovations in sustainable textile production.

## 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 33. Fashion Sustainability, Global Impact, and Critical Thinking. 3 Units

**General Education Area/Graduation Requirement:** Critical Thinking (A3)

**Term Typically Offered:** Fall, Spring

Introduction to critical reasoning, evaluating, and thinking skills through the social, environmental, and economic issues in fashion sustainability. Students will use research, reflection, acquisition of information, structuring arguments, and other critical thinking processes to analyze individual decision making as consumers, and gain an understanding of the greater global impact in fashion sustainability.

## FASH 130. History Of Western Fashion. 3 Units

**General Education Area/Graduation Requirement:** Arts (Area C1)

**Term Typically Offered:** Fall, Spring, Summer

An overview of dress and fashion in western civilization from antiquity to the present. An interdisciplinary approach is used to examine how western fashion has evolved over time 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 the 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):** FASH 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):** FASH 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.

## 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):** FASH 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, Spring

This is a Service Learning course addressing the essentials of entrepreneurship in the fashion industry, enabling students to learn effective entrepreneurial and general management practice through service learning. Emphasis is placed on the essentials of planning that are vital to entrepreneurial success, step by step guide for starting a fashion business and effective business models, which focus on problems, solutions, key metrics and competitive advantages that will assist in pitching the business. Students complete 45 hours of fieldwork.

**FASH 148. Fashion Law. 3 Units**

**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.