

# FASHION MERCHANDISING

## PROGRAM DESCRIPTION:

Fashion Merchandising prepares students for employment in all aspects of retailing related to apparel and accessory merchandise buying and management. Other career avenues are sales representatives for manufacturers, visual display, distribution, importing and exporting, and sales promotions.

## CAREER AT A GLANCE:

### HOW DO I KNOW IF THIS MAJOR IS FOR ME?

- You like to engage in activities that express your personality and style
- You enjoy being creative
- You like to design displays
- You enjoy researching fashion trends
- You like a flexible work schedule that includes long hours, evenings, and weekends
- You are able to pay close attention to detail
- You like to work with your hands

*Use Focus2Career on your MyChaffey portal to learn more about careers and majors that fit you best.*

### WHERE CAN I WORK?

Apparel Wholesalers	Apparel Manufacturing
Theatre Companies	Department Stores
Design Firms	Motion Picture Industry
Retail Stores	Accessory Stores

*For more information visit: [www.labormarketinfo.edd.ca.gov/OccGuides](http://www.labormarketinfo.edd.ca.gov/OccGuides)*

### HOW DO I GET STARTED?

- Start taking introductory fashion courses
- Apply for entry level positions in reception or customer service with employers where you would like to promote
- Job shadow and network with design and merchandising professionals
- Work on your design portfolio
- Volunteer to work on fashion design and merchandising projects
- Follow brands and design companies on social media

### WHAT CAN I DO WITH THIS CERTIFICATE AND/OR ASSOCIATE DEGREE?

<i>Position Title</i>	<i>CA Median Salary</i>
Fashion Designer	\$66,220
Stylist	\$53,700
Retail Associate	\$24,780
Merchandise Displayer	\$28,710
Display Decorator	\$28,710
Visual Merchandiser	\$28,710
Stock Clerk	\$25,410
Product Promoter	\$30,450
Brand Ambassador	\$30,450
Event Specialist	\$51,100

### WHAT CAN I DO WITH HIGHER EDUCATION AND ADDITIONAL TRAINING?

<i>Position Title</i>	<i>CA Median Salary</i>
Buyer	\$64,500
Purchasing Manager	\$126,460
Purchasing Agent	\$64,500
Set and Exhibit Designers	\$53,380
Art Director	\$118,640
Career/Technical Education Teacher	\$74,130
Industrial Designer	\$68,700
Costume Designers	\$66,200
Fashion Consultant	\$66,220
Marketing Director	\$153,980

*For more information about careers, education and training requirements, salary data, and job outlooks visit [www.onetonline.org](http://www.onetonline.org).*

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**MAJOR AND COURSE REQUIREMENTS:**

**LEGEND:** G=Grade    IP=In Progress    N=Need    **Bold: Prerequisites**    Plain Text: No Prerequisites

**Major Requirements for the Associate in Science Degree: (S185)**

		Grade	IP	Need	Units
BUSMGT 44	Introduction to Human Relations				3
BUSMKT 13	Professional Selling				3
BUSTEC 63	Microsoft Office Excel—Comprehensive				3
CIS 1	Introduction to Computer Information Systems				3
FASHD 40	Beginning Clothing Construction				2
FASHM 10	Introduction to the Fashion Industry				3
<b>FASHM 11</b>	<b>Retail Merchandising and Management</b>				<b>3</b>
FASHM 12	Visual Merchandising				3
FASHM 60	Textiles				3
<b>FASHM 482</b>	<b>Industry Internships: Fashion Merchandising</b>				<b>1</b>

Student Name: \_\_\_\_\_

ID#: \_\_\_\_\_

Date: \_\_\_\_\_

Counselor: \_\_\_\_\_

**Plus two courses from the following:**

		Grade	IP	Need	Units
BUS 49	Business Decisions Using Basic Quantitative Tools				3
BUS 61	Introduction to Global Business				3
BUSMGT 45	Small Business Ownership and Management				3
FASHD 45	Design Fundamentals for Fashion and Interiors				3
FASHD 428	Computer-Aided Design				2
FASHM 15	Image and Fashion Selection				3

**COUNSELOR NOTES:**


**Requirements for the Fashion Merchandising Certificate: (L185)**

Same as the major requirements for the A.S. Degree.

\$46 per unit for CA Residents

In addition to completion of the MAJOR, there are other requirements for the degree, refer to the Chaffey College Graduation Requirement Sheet or see a counselor in the Counseling Center.  
 All courses required for a certificate must be completed with a minimum grade of C.