

Fashion Merchandising

ASSOCIATE OF ARTS — 90 CREDITS

PROGRAM FOCUS

QUARTERS 1-2

- FASA104
Public Relations I
- FASA108
Management I
- FASA116
Visual Merchandising I
- FASA145
Fashion Trends I
- FASA153
Fabrics and Textiles
- FASA206
Styling I
- FASA217
Visual Merchandising II

QUARTERS 3-4

- FASA106
Fashion Show Production
- FASA118
Retail Marketing
- FASA126
Visual Merchandising III
- FASA158
International Retailing
- FASA215
History of Fashion I
ONLINE ONLY
- FASA216
Styling II
- FASA245
Fashion Trends II
- FASA258
Advertising for Fashion I

QUARTERS 5-6

- FASA128
Sales Promotion I
- FASA 228
Fashion Buying I
- FASA229
Portfolio
- FASA235
History of Fashion II
- FASA238
Business Policy I
- FASA248
Fashion Buying II
- FASA255
Fashion Trends III

GENERAL EDUCATION

- CGSA202
Computer Concepts and 2D Applications
- ENCA101
English Composition I
- MATA115
Applied Mathematics

- ARHA125
History of Western Art I
- ENCA102
English Composition II

Social / Behavioral Science Elective



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START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:
<https://www.artinstitutes.edu/miami/student-consumer-information>

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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073019

Fashion Merchandising (AA)

COURSE DESCRIPTIONS

FASA104

PUBLIC RELATIONS I

Students will have the opportunity to learn how to communicate an organization's philosophy and goals to its various publics, such as stockholders, employees, customers, and the community. Strong emphasis is placed on developing and understanding public relations programs within the fashion industry.

Prerequisite(s): None

Credits: 3

FASA106

FASHION SHOW PRODUCTION

In this course, students study the wholesale, retail, video, and television production of fashion shows. The responsibilities of the show director and coordinator are explored as students assist in fashion events, starting with the initial theme and culminating in the actual production. The basics of professional runway and print modeling are examined.

Prerequisite(s): None

Credits: 3

FASA108

MANAGEMENT I

Students will have the opportunity to learn basic business management through the examination of business models, case studies, and environmental scanning. Techniques and approaches useful in solving management, leadership, and motivational issues are also analyzed.

Prerequisite(s): None

Credits: 3

FASA116

VISUAL MERCHANDISING I

In today's retail environment, visual merchandising plays an important role in establishing, promoting, and enhancing a store's image, with the purpose of increasing sales. In this course, students develop an understanding of basic visual merchandising theory and concepts essential to developing effective presentations and displays.

Prerequisite(s): None

Credits: 3

FASA118

RETAIL MARKETING

In this course, students develop an understanding of most aspects of retail marketing. Theories and concepts are developed, as well as analysis of specific issues related to operations.

Prerequisite(s): None

Credits: 3

FASA126

VISUAL MERCHANDISING III

This course depends upon student participation in class, and in groups, where they learn how to work together successfully as a team. In addition, basic aesthetics and organization of portfolio design are covered for future development. The course culminates in the planning and installation of a fashion window based on fashion trends.

Prerequisite(s): FASA217

Credits: 3

FASA128

SALES PROMOTION I

This course introduces students to all the elements of the marketing mix and enhances the ability to promote and sell products and services.

Prerequisite(s): None

Credits: 3

FASA145

FASHION TRENDS I

In this course, the student studies the past and current designers who have made a mark on the fashion industry. The current fashion trends are studied and followed from the fashion capitols of the world. Emphasis is given to the trade trend reporting services as well as fashion newsletters and videos of the market shows. There is participation in fashion activities through this class.

Prerequisite(s): None

Credits: 3

FASA153

FABRICS AND TEXTILES I

In this course, students study the development of fabrics from their raw state as fibers to their finished state as clothing. The properties of fabrics are stressed in terms of their physical and aesthetic qualities. Lab work is enhanced by reference to and study of the university's extensive fabric resources.

Prerequisite(s): None

Credits: 3

FASA158

INTERNATIONAL RETAILING

This course teaches the students to explore the global retail industry. Emphasis is placed on foreign markets and how they are affected by the sociological, economic, and cultural differences. Current analysis and case studies are used to develop critical-thinking skills

Prerequisite(s): None

Credits: 3

FASA206

STYLING I

Students will have the opportunity to learn the fundamentals of fashion styling, including editorial styling, retail styling, and personal shopping. Terminology, composition, and editorials are also examined.

Prerequisite(s): None

Credits: 3

FASA215

HISTORY OF FASHION I

This course traces the evolution of garments and accessories from prehistoric times to the modern era. Special emphasis is placed on awareness and understanding of the aesthetic, religious, sociological, and geographical reasons for the various body adornments, as well as how clothing and accessories from previous times reappear in adapted versions in later times.

Prerequisite(s): None

Credits: 3

FASA216

STYLING II

This advanced course examines photo styling by observing the roles and responsibilities of assistants and stylists, from shopping and prepping merchandise to actual photo layouts based on a fashion storyline. The student will also be able to build a strong marketable styling portfolio.

Prerequisite(s): FASA206

Credits: 3

FASA217

VISUAL MERCHANDISING II

Visual Merchandising II applies the basic concepts of design to create effective displays. Students gain insight into the basics of store planning and analyzing actual floor plans and symbols. In addition, they focus on developing a visual presentation for a new product.

Prerequisite(s): FASA116

Credits: 3

FASA228

FASHION BUYING I

In this course, students will develop an understanding of the creative and analytical abilities that successful buyers need through real-world projects focusing on visual perception, aesthetics, basic retail math, and the market research needed to target and satisfy fashion customer needs.

Prerequisite(s): MATA101 or

MATA115 and CGSA204

Credits: 3

FASA229

PORTFOLIO

In this course, students develop a professional portfolio with their projects, concentrating on their career goals. Working individually with their instructor, they focus on their strengths and work on their presentations that will be used for interviews in the fashion industry.

They will prepare a current and professional resumé, along with interview techniques and job research. The final work will be critiqued by industry and faculty professionals.

Prerequisite(s): FASA206 and

FASA126 and FASA216

Corequisites: FASA228

Credits: 3

FASA235

HISTORY OF FASHION II

Students study the development of clothing from ancient times to modern, and the silhouette reflected through the eyes of the designer.

Prerequisite(s): FASA215

Credits: 3

FASA238

BUSINESS POLICY I

This course provides students with the concepts and fundamentals needed in today's global business environment. It stimulates strategic thinking related to the fundamentals of decision making and the generation of desired outcomes

Prerequisite(s): None

Credits: 3

FASA245

FASHION TRENDS II

This is an in-depth study of fashion terminology, videos, and trend reports, enabling the student to acquire the skills and knowledge needed to become competent in adapting these trends and the correct terminology to the retail world.

Focus is also placed on developing good presentation skills, both oral and visual.

Prerequisite(s): FASA145 and ENCA102

Credits: 3

FASA248

FASHION BUYING II

The emphasis of this course is on further implementation of buying skills that include predicting, planning, purchasing, and promoting the student's choice of fashion merchandise

Prerequisite(s): FASA228 and

FASA216 and FASA126

Corequisites: FASA229

Credits: 3

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

FASA255

FASHION TRENDS III

This course implements fashion knowledge of color, silhouettes, and fabric trends. It simulates the business of trend forecasting as a company using the aspects of trend research to formulate and forecast future global trends.

Prerequisite(s): FASA245

Credits: 3

FASA258

ADVERTISING FOR FASHION I

This course provides the student with a fundamental understanding of advertising as a dynamic business and communication process, including the role it fulfills within a firm's overall marketing and communications programs. Advertising research methodologies and creative development processes are examined and applied toward the development of a final fashion-directed project.

Prerequisite(s): None

Credits: 3

GENERAL EDUCATION REQUIREMENTS

(24 CREDITS):*

ARHA125 History of Western Art I

CGSA202 Computer Concepts

and 2D Applications

ENCA101 English Composition I

ENCA102 English Composition II

MATA115 Applied Mathematics

Social / Behavioral Science Elective

*Course descriptions for general education and elective courses can be found in the catalog.