

# Fashion Merchandising

BACHELOR OF ARTS — 180 CREDITS

PROGRAM FOCUS

QUARTERS 1-3

FASA104  
Public Relations I

FASA108  
Management I

FASA114  
Public Relations II

FASA116  
Visual Merchandising

FASA118  
Retail Marketing

FASA145  
Fashion Trends I

FASA148  
Management II

FASA153  
Fabrics & Textiles I

FASA206  
Styling I

FASA217  
Visual Merchandising II

FASA258  
Advertising for Fashion I

QUARTERS 4-6

FASA106  
Fashion Show Production

FASA126  
Visual Merchandising III

FASA128  
Sales Promotion I

FASA138  
Sales Promotion II

FASA158  
International Retailing

FASA208  
Advertising for Fashion II

FASA215  
History of Fashion I  
ONLINE ONLY

FASA216  
Styling II

FASA228  
Fashion Buying I

FASA238  
Business Policy I

FASA245  
Fashion Trends II

FASA255  
Fashion Trends III

QUARTERS 7-9

FASA229  
Portfolio

FASA235  
History of Fashion II

FASA248  
Fashion Buying II

FMDA302  
Product Development I

FMDA307  
Consumer Behavior  
ONLINE ONLY

FMDA308  
Electronic / Direct Marketing

FMDA402  
Product Development II

FMDA404  
Effective Communication for Fashion

FMDA408  
Small Business Management

QUARTERS 10-12

FMDA304  
Fashion Magazines

FMDA314  
Creative Fashion Presentation & Forecasting

FMDA318  
Introduction to Cosmetics & Fragrance

FMDA406  
Success Seminar

FMDA409  
Internship

GENERAL EDUCATION

CGSA202  
Computer Concepts and 2D Applications

ENCA101  
English Composition I

ENCA102  
English Composition II

MATA115  
Applied Mathematics

ARHA125  
History of Western Art I

ARHA126  
History of Western Art II

COMA112  
Principles of Communication

ENCA204  
Business & Technical Writing

MATA202  
Finite Mathematics

Humanities Elective

Social/Behavioral Science Elective I

Social/Behavioral Science Elective II

Social Science Elective

English Elective

History Elective

Science Elective

Social 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 (BA)

## 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: 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: 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: FASA273 and FASA283*  
*Credits: 3*

FASA114

### **PUBLIC RELATIONS II**

This course provides the students with hands-on opportunities to produce press releases and other media-essential elements along with strategic interpretation and planning skills necessary within the fashion industry. The final project is the production of a comprehensive press kit, which becomes an important part of their portfolio. *Prerequisite: FASA104*  
*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: 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: 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: 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: None*  
*Credits: 3*

FASA138

### **SALES PROMOTION II**

This course further develops and identifies the ultimate promotional objectives and the functionality and implementation of the marketing mix.

*Prerequisite: FASA128*  
*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 capitol's 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: None*  
*Credits: 3*

FASA148

### **MANAGEMENT II**

This course will develop management and leadership skills that are necessary to manage a workforce. Major topic areas include the following: organizational skills, delegation, communication, goal setting, measurement and evaluation of performance, stress management, finance and training. *Prerequisite: FASA108*  
*Credits: 3*

FASA153

### **FABRICS & 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: 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: 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: None*  
*Credits: 3*

FASA208

### **ADVERTISIGN FOR FASHION II**

In addition to building upon the advertising fundamentals, this course will challenge the student's comprehension of lessons learned in previous advertising chapters and other marketing communication disciplines through immersion in a real-life agency situation. A comprehensive project allows students to demonstrate their individual, creative, critical-thinking, management, and marketing skills. *Prerequisite: FASA258*  
*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: 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: 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: FASA116*  
*Credits: 3*

FASA229

### **PORTFOLIO**

Students put together their portfolio for presentation to employers combining digital imaging with their illustrations. They use their specialization in the Accessory Design field to showcase their work. *Prerequisite: FASA232 and FASA272*  
*Co-requisite: FASA248*  
*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: MATA101, 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: FASA206, FASA126, and FASA216*  
*Co-requisite: 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: 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: 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: 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: FASA228, FASA216, and FASA126*  
*Co-requisite: FASA229*  
*Credits: 3*

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: 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: None*  
*Credits: 3*

FMDA302

### **PRODUCT DEVELOPMENT I**

This course introduces the concepts and methods of the product development process. It follows a branded or private-label product line from concept to production and into product placement. Students will begin to develop products from industries that include apparel, accessories, home, and the beauty industry. *Prerequisite: None*  
*Credits: 3*

FMDA304

### **FASHION MAGAZINES**

This course focuses on learning about the internal operations and production of fashion magazines. Students will examine traditional and electronic magazine composition, photo shoots, and marketing techniques, along with an examination of the ethical and legal issues associated with publishing. *Prerequisite: None*  
*Credits: 3*

FMDA307

### **SUCCESS BEHAVIOR**

This course will provide students with an understanding of the fundamental relationships between consumers and the fashion industry. Students will have the opportunity to learn about consumer attitudes, motivation, and other buying influences. *Prerequisite: None*  
*Credits: 3*

FMDA308

### **ELECTRONIC / DIRECT MARKETING**

The course presents a comprehensive overview of direct marketing for the fashion industry. Emphasis is placed on the strategic planning skills needed to merchandise, target, test, and analyze results of traditional and electronic methodology. Students are then required to create a direct marketing campaign. *Prerequisite: None*  
*Credits: 3*

FMDA314

### **CREATIVE FASHION PRESENTATION & FORECASTING**

Students will have the opportunity to learn how to research, analyze, and predict fashion and business trends in order to understand the forecasting process. In addition, they learn how to present this information in a creative and effective format. *Prerequisite: FMDA404*  
*Credits: 3*

FMDA318

### **INTRODUCTION TO COSMETICS & FRAGRANCE**

This course gives students an overview of the cosmetics and fragrance industries. Students will become familiar with manufacturers, marketing strategies, trade associations, and trade publications. Students will have the opportunity to learn the terminology, product knowledge, and application techniques in retail. This course provides an outlook on all opportunities in the cosmetics and fragrance fields. *Prerequisite: None*  
*Credits: 3*

FMDA402

### **PRODUCT DEVELOPMENT II**

Students will further apply product development knowledge to develop a branded or private-label product from concept to production and into retail placement. *Prerequisite: FMDA302*  
*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.

FMDA404

### **EFFECTIVE COMMUNICATION FOR FASHION**

This course provides the student with the framework to develop and enhance their own style of public speaking in the fashion industry. Students will prepare and deliver persuasive speeches by examining idea selection, content organization, word choice, voice inflection, body language, and audience analysis. *Prerequisite: COMA112 and ENCA102*  
*Credits: 3*

FMDA406

### **SUCCESS SEMINAR**

This course focuses on professionalism in the fashion industry. A professional resumé and merchandising portfolio are developed and presented. Students also explore current career opportunities and prepare for interviews. *Prerequisite: FASA229*  
*Credits: 3*

FMDA408

### **SMALL BUSINESS MANAGEMENT**

The fundamentals of small business management are introduced and analyzed. A comprehensive business plan will be developed after students select a form of business organization, and determine size, scope, and location. Administration, financial planning, and profit-making techniques will also be discussed. *Prerequisite: None*  
*Credits: 3*

FMDA409

### **INTERNSHIP**

Students will work with industry professionals to acquire practical work experience within their field of interest. Emphasis is placed on completing work projects with professionalism and the importance of ethical standards. *Prerequisite: FMDA406*  
*Credits: 3*

### **GENERAL EDUCATION REQUIREMENTS (68 CREDITS):\***

ARHA125	History of Western Art I
ARHA126	History of Western Art II
COMA112	Principles of Communication
CGSA202	Computer Concepts and 2D Applications
ENCA101	English Composition I
ENCA102	English Composition II
ENCA204	Business & Technical Writing
MATA115	Applied Mathematics
MATA202	Finite Mathematics
English Elective	
History Elective	
Humanities Elective	
Science Elective	
Social Science Elective x2	
Social / Behavioral Science Elective x2	

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