

QTR	A	B	C	D	E: LAS
1	<p style="text-align: center;"><b>FM101</b> <b>Contemporary Retail Environments</b> Prerequisite: none 3 credits</p> <p>In this course, students will be exposed to the exciting world of retail, and the integral economic role the industry plays in the modern environment. Emphasis is placed on globalization of the industry, the impact and use of technology, creating consumer relationships, and key retail formats and functions. Students will apply their knowledge through case studies and hands-on activities.</p>	<p style="text-align: center;"><b>FSH100</b> <b>Introduction to the Fashion Industry</b> Prerequisite: none 3 credits</p> <p>Students gain an overview of the fashion industry including the merchandising, design, production, and marketing of fashions from concept to consumer. There is a strong focus on terminology and the overall organization and business strategies of fashion merchandisers and retailers.</p>	<p style="text-align: center;"><b>FSH120</b> <b>Fundamentals and Concepts of Design</b> Prerequisite: none 3 credits</p> <p>This course addresses the basic principles and elements of design with a focus on line, proportions, and texture. Color theory is also emphasized as applied to fashion. Students will learn how to apply the principles, elements, and color to create more impact in their designs.</p>	<p style="text-align: center;"><b>Select from Humanities Core</b> 4 credits</p> <p style="text-align: center;"><b>ART210</b> or <b>ART220</b> or <b>ART224</b></p>	<p style="text-align: center;"><b>ENG150</b> <b>English 1: Composition</b> Prerequisite: <b>Passing Accuplacer</b> 4 credits</p>
2	<p style="text-align: center;"><b>FSH140</b> <b>History of Costume</b> Prerequisite: none 3 credits</p> <p>In this course, students study, in depth, the development and evolution of clothing from the earliest forms to modern times. Students will also study how social, political, and economic influences as well as art influences have impacted design throughout history.</p>	<p style="text-align: center;"><b>FM111</b> <b>Sociology of Dress and Consumer Behavior</b> Prerequisite: none 3 credits</p> <p>This course examines both the internal and external factors that influence a consumer's decision to dress in certain ways as well as in their buying behaviors. Emphasis is placed on the understanding of sociological issues surrounding the adoption and production of fashion in modern societies.</p>	<p style="text-align: center;"><b>FSH121</b> <b>Fashion Design Sketching 1</b> Prerequisite: FSH120 3 credits</p> <p>Students will apply the knowledge learned in Fundamentals and Concepts of Design to create fashion sketches. Basic proportions and sketching techniques are emphasized as well as an introduction to flat sketches.</p>	<p style="text-align: center;"><b>FSH130</b> <b>Textiles &amp; Fabrication Analysis 1</b> Prerequisite: none 3 credits</p> <p>In this course, students will find a comprehensive study of textiles and the textile industry with an emphasis on the textile process from fiber classifications to color applications, as well as care, fabric quality and new advancements in textiles. There is a strong focus on appropriate identification and usage of fabrics.</p>	<p style="text-align: center;"><b>Select from Math Core</b> 4 credits</p> <p style="text-align: center;"><b>MAT220</b> <b>Geometry</b> or <b>MAT224</b> <b>Math for the Liberal Arts</b></p>
3	<p style="text-align: center;"><b>FM113</b> <b>Marketing Principles</b> Prerequisite: FM101 3 credits</p> <p>This course introduces the key concepts and strategies involved in marketing in the business environment. Topics covered include national and global marketing strategies, target market research, the P's of marketing, product life cycles and more. A marketing plan is developed in this class.</p>	<p style="text-align: center;"><b>FSH200</b> <b>Trend Forecasting and Concept Research</b> Prerequisite: FSH120 3 credits</p> <p>In this course students will relate how research is reflected in design. Trend cycles, consumer behavior, social, political, and economic influences are also covered. Students will learn how to forecast future trends in color, fabric, silhouettes, and textures and how to incorporate their findings into a trend forecast and designs.</p>	<p style="text-align: center;"><b>FSH123</b> <b>Rapid Visualization and Design Concepts</b> Prerequisite: FSH121 and FSH130 3 credits</p> <p>This course develops skills that allow students to quickly and effectively express visual ideas. There is an emphasis on problem-solving and concept development as well as making appropriate decisions in fabric selections, for both design and buying decisions.</p>	<p style="text-align: center;"><b>FM115</b> <b>Computers for the Fashion Industry</b> Prerequisite: FSH121 3 credits</p> <p>This course introduces students to the use of computer programs necessary for success in the fashion industry. Emphasis is placed on the exploration and use of industry standard programs and software.</p>	<p style="text-align: center;"><b>ENG175</b> <b>Public Presentation</b> 4 credits</p>
4	<p style="text-align: center;"><b>FM205</b> <b>Math for the Merchandising Environment</b> Prerequisite: MAT220 or MAT224 3 credits</p> <p>Through this course, students will analyze and explore the mathematical formulas and strategies necessary to be successful in the merchandising environment. Using real-life scenarios, students will learn how to effectively implement the formulas and problem solve in order to be productive and effective in their roles in the fashion industry.</p>	<p style="text-align: center;"><b>FM201</b> <b>Fashion Design Concepts and Specialty Markets</b> Prerequisite: FSH121, FSH130, and FSH200 3 credits</p> <p>This course introduces students to the ideologies and elements of fashion design in a format suited to merchandising. Students will examine contemporary theories, strategies, and techniques related to fashion design. Specialty Markets will be emphasized and explored through design projects.</p>	<p style="text-align: center;"><b>FM215</b> <b>Branding</b> Prerequisite: FM113 and FSH123 3 credits</p> <p>This course addresses the strategic tools used in creating a dynamic brand and brand strategy that is identifiable and connected to the consumer in today's modern business environment. Factors such as price pressure, packaging, positioning, brand loyalty, advertising and proliferating competition are focused on as factors that businesses must control to build a strong, successful brand.</p>	<p style="text-align: center;"><b>FM213</b> <b>Apparel and HR Management</b> Prerequisite: FM113 3 credits</p> <p>Students will examine the function of human relations and management as a key component of an organization's total effort and success. Realistic strategies and techniques will be covered to aid students in their own personal management growth potential as well as that of the organization in which they will work. Emphasis is placed on training, motivating, ethical decision making, improving employee effectiveness, and retaining good employees. This course is taught through case studies and hands-on learning experiences.</p>	<p style="text-align: center;"><b>ENG160</b> <b>English 2 Introduction to Literature</b> Prerequisite: <b>ENG150</b> 4 credits</p>
5	<p style="text-align: center;"><b>FM210</b> <b>Buying 1</b> Prerequisite: FM205 and FM215 3 credits</p> <p>Through this simulated course, students will analyze and explore merchandise buying and management within the retail industry. Emphasis will be placed on financial and organizational needs in merchandising, including the research, planning, purchasing, pricing, and presentation of inventory to meet customer demand.</p>	<p style="text-align: center;"><b>FM211</b> <b>Business Law</b> Prerequisite: FM213 3 credits</p> <p>This course gives an overview of basic legal principles and ethical decision-making concepts that are related to the fashion industry and starting and conducting a business. Topics include legal systems, litigation, dispute resolution, and contracts. The protection of intellectual property, including patents, copyrights, trademarks, and service marks, is also emphasized.</p>	<p style="text-align: center;"><b>FM230</b> <b>Visual Merchandising and Display</b> Prerequisite: FM215 2 credits</p> <p>This course involves the study of visual merchandising and merchandise presentation techniques, with an emphasis on psychological motivation, retail design, and display teamwork. Topics include the creation of specialty and department store displays, the design of visuals for walls and windows, the effects of color and lighting on consumer behavior, and professional presentation techniques.</p>	<p style="text-align: center;"><b>Humanities Elective</b> 4 credits</p> <p style="text-align: center;"><b>ENG230</b> or <b>ENG235</b> or <b>ENG240</b> or <b>HUM250</b> or <b>HUM240</b></p>	<p style="text-align: center;"><b>Select from Social Science Core</b> 4 credits</p> <p style="text-align: center;"><b>HUM275</b> or <b>HUM206</b> or <b>HUM230</b></p>
6	<p style="text-align: center;"><b>FM220</b> <b>Special Events and Public Relations</b> Prerequisite: FM211 and FM230 3 credits</p> <p>This course will introduce students to the concepts surrounding special events and public relations within a fashion establishment. Through simulation students will learn how to effectively create Press Releases, PR Kits, and other promotional materials as they relate to the special event planning process in formats such as fashion shows and other fashion related functions and promotional events. Additional topics emphasized are crisis management, and creating brand identity and appeal geared towards the target market they are working with and their client's needs.</p>	<p style="text-align: center;"><b>FSH250</b> <b>Contemporary Topics in the Fashion Industry</b> Prerequisite: Completion of 80 credits 3 credits</p> <p>This class will explore current event topics and issues surrounding the fashion industry. This course is taught through simulation and case study exercises emphasizing, but not limited to, topics such as sustainability, globalization, trademarks, licensing, and counterfeiting.</p>	<p style="text-align: center;"><b>FM235</b> <b>Store Design and Development</b> Prerequisite: FM115, FM210, and FM230 2 credits</p> <p>In this course, students will study the principles of store design and development while applying both visual merchandising and consumer behavior knowledge. Using industry standard visual merchandising software, students will create store simulations utilizing lighting scenarios, strategic product placement, and use of scenery and special effects to support merchandise and create enticing store atmospheres.</p>	<p style="text-align: center;"><b>FSH240</b> <b>Introduction to Manufacturing and Apparel Line Development</b> Prerequisite: Completion of 80 credits 3 credits</p> <p>In this class students will learn how all of facets of the fashion industry work together to produce a final product. A simulation learning experience is emphasized where merchandising and design students work together to create a line of clothing for production. Topics included are marketing, consumer and market research, design, specs, costing and sourcing.</p>	<p style="text-align: center;"><b>Select from Social Science Core</b> 4 credits</p> <p style="text-align: center;"><b>SC160</b> or <b>SC175</b></p>
7	<p style="text-align: center;"><b>FSH260</b> <b>Fashion Entrepreneurship</b> Prerequisite: Completion of 80 credits 3 credits</p> <p>This course is designed for students who are interested in opening their own retail store or apparel business. Understanding and applying key entrepreneurial business strategies serves as the premise for learning. Through this simulated course students explore all aspects of running a business with a strong emphasis on the development of a business plan and understanding of current business practices as they relate to the apparel industry</p>	<p style="text-align: center;"><b>FM291</b> <b>Professional Presentation and Branding of the Portfolio</b> Prerequisite: FSH240 Co-requisite: FM295 2 credits</p> <p>This is a culmination course emphasizing professional presentation skills needed to visually market and present the portfolio, interviewing skills, and career search techniques. A resume and student branded portfolio are created and presented in a final program review format.</p>	<p style="text-align: center;"><b>FM295</b> <b>Internship</b> Prerequisite: Approval of Department Chair Co-requisite: FM291 3 credits</p> <p>Perhaps the most important aspect of business training is actual experience in applying learned knowledge, principles, and skills to real problems. The internship meets the need for practical experience and serves as a finishing course for the student. Working with an internship coordinator, students will gain on-the-job training at an internship site, as well as learn to build strong working relationships, network, communicate, and properly utilize industry terminology and skills.</p>		<p style="text-align: center;"><b>Social Science Elective</b> 4 credits</p> <p style="text-align: center;"><b>HUM210</b> or <b>HUM212</b> or <b>HUM215</b> or <b>HUM218</b> or <b>HUM225</b> or <b>HUM250</b></p>