

INTRODUCTION TO FASHION
College Credit and Careers Network
Dual Credit Articulation Agreement

Upon completion of high school courses equivalent to the following competencies:

Course Description:

Students will experience the exciting and changing world of fashion and learn how to predict fashion trends. Students will explore fashion design, the production process and ways of marketing. Consumer behavior as it relates to fashion, the globalization of fashion and careers in fashion will also be discussed.

Outline:

- Develop understanding of how fashion trends are predicted
- Gain a fashion vocabulary
- Understand the entire fashion process
- Identify the types of careers in the fashion industry
- Be able to discuss the five areas of the promotional mix and their relation to fashion
- Understand how to develop a target market in fashion
- Be able to identify some of the challenges in overseas production
- Understand some of the driving forces in consumer behavior of fashion
- Gain an overall understanding of the role retailing plays in fashion
- Be able to perform basic merchandising math functions such as open to buy, mark-ups and markdowns
- Understand inventory allocation and reallocation
- Gain basic fashion merchandising negotiation skills

Learning Outcomes:

1. Apply mathematical principles to analyze markup, markdown, inventory levels, and open to buy.
2. Transfer theoretical concepts/knowledge into developing an understanding of the fashion business.
3. Learn new skills and develop new ideas in the business of fashion
4. Listen to and evaluate presentations and class discussions on relevant topics to the fashion industry
5. Read textbook and case studies to evaluate information
6. Understand global influences on the fashion business
7. Evaluate ideas and thoughts based on reading material.

A student earning a “B” or better may earn college credit at the following college:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Shoreline Community College	BUS 130	5