

# Visual Merchandising Certificate

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This certificate enables students to understand the importance of visual merchandising, and its impact on the success or failure of the retailer. Through analysis of the store layout, lighting, fixtures, props, window, and in-store displays the students learn the importance of creating a store's image. Course assignments include creating displays within the display cases at JCCC and case studies on individual retailer's use of visual display to encourage the sale of fashion apparel and accessories.

(Major Code 7200; State CIP Code 52.1902)

- Fashion (<http://www.jccc.edu/academics/arts-design/fashion>)
- Gainful Employment Data (<http://www.jccc.edu/academics/arts-design/fashion/gainful-employment/Gedt.html>)

## First Semester

FASH 121	Fashion Fundamentals	3
FASH 125	Visual Merchandising	3
MKT 121	Retail Management	3
ITMD 127	Elements of Floral Design	1
Total Hours		10

## Second Semester

Fashion Elective		3
NOTE: Fashion electives are any courses with the FASH prefix.		
ITMD 147	Lighting Basics*	1
FASH 225	Store Planning*	3
FASH 283	Fashion Internship I	1
Total Hours		8

**Total Program Hours: 18**