

Visual Merchandising Certificate

Students who pursue a Visual Merchandising Certificate will study the importance of visual merchandising and its impact on the success of the retailer. Through analysis of the store layout, lighting, fixtures, props, windows, and in-store displays, students learn the importance of the customer retail experience. Students will learn how to create effective visual displays to promote products and increase retail sales. This certificate prepares students for an entry-level position in retail visual merchandising while at the same time creating a seamless pathway into the Fashion Merchandising and Marketing, AAS (<https://catalog.jccc.edu/archives/2024-25/degrecertificates/fashionmerchandisinganddesign/fashion-merchandising-and-marketing-aas/>) degree program.

Students must complete all FASH courses with a "C" or higher to be awarded this certificate.

(Major Code 7200; CIP Code 52.1902)

Fashion Merchandising & Design Program web page (<http://www.jccc.edu/academics/credit/fashion-merchandising-design/>)

Certificate Requirements

Fall Semester

| Code | Title | Hours |
|-----------------------|---|-----------|
| FASH 121 | Fashion Fundamentals | 3 |
| FASH 122 | Aesthetics for Merchandising and Design | 3 |
| FASH 125 | Visual Merchandising | 3 |
| MKT 121 or MKT 134 | Retail Management Professional Selling | 3 |
| Total Hours | | 12 |

Spring Semester

| Code | Title | Hours |
|------------------------------|-------------------------------------|-----------|
| Fashion Elective (see below) | | 3 |
| FASH 225 | Store Planning* | 3 |
| FASH 242 | Product Knowledge for Merchandisers | 3 |
| FASH 277 | Fashion Seminar: Career Options | 2 |
| FASH 282 | Fashion Internship | 1 |
| Total Hours | | 12 |

Total Program Hours: 24

Program Electives

| Code | Title | Hours |
|----------|---------------------------------|-------|
| FASH 123 | Apparel Construction I | 4 |
| FASH 130 | Fashion Drawing | 3 |
| FASH 133 | Computer Aided Apparel Design | 3 |
| FASH 150 | Textiles for Fashion | 3 |
| FASH 215 | Field Study: MAGIC Trade Show* | 1 |
| FASH 224 | History of Costume | 3 |
| FASH 268 | Field Study: The Market Center* | 3 |

* This course has registration requirements.