

# Visual Merchandising Certificate

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Students that 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, window, 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 creates a seamless pathway into the Fashion Merchandising and Marketing AAS degree program.

Students must complete all FASH courses with a "C" or higher to be awarded the AAS degree and certificate.

(Major Code 7200; State CIP Code 52.1902)

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

## First Semester

FASH 121	Fashion Fundamentals	3
FASH 122	Aesthetics for Merchandising and Design	3
FASH 125	Visual Merchandising	3
FASH 242	Product Knowledge for Merchandisers	3
Total Hours		12

## Second Semester

Fashion Elective (see below)		3
FASH 225	Store Planning*	3
FASH 277	Fashion Seminar: Career Options	2
FASH 282	Fashion Internship	1
MKT 121	Retail Management	3
Total Hours		12

## Fashion Electives

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

**Total Program Hours: 24**