

MKT-30 — FASHION MERCHANDISING

About This Course

Transfer: CSU

3.00 units

Prerequisite: None.

Description: An in-depth study of the fashion merchandising field; emphasis on development and growth of fashion merchandising; retail and vendor methods of operation and distribution; the influence of promotion, advertising, and publicity on consumer demand. Examination of current trends. Career opportunities that exist in the fashion field. 54 hours lecture. (Letter grade or Pass/No Pass option)