

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Fashion Retail & Marketing
Certificate of Achievement

Curriculum Code: 1772 (Effective Fall 2015 – Summer 2020)

Fashion Marketing investigates the relationships between the business of the fashion industry and consumers including the development, promotion, advertising, and retailing aspects of this global industry. Fashion Marketing works by using current trends in fashion to analyze, develop, and implement sales strategies across multiple mediums. This certificate provides students with an option for career advancement in the field of Fashion Marketing. Not all courses in this program transfer to all colleges. Students planning to transfer should see program advisor before enrolling in any course.

PREREQUISITES

Students should see [Course Descriptions](#) for course prerequisite information. See [Academic Assessment and Placement Testing for Student Success](#) for skills assessment and advising information.

INFORMATION

Contact the Communication, Media and the Arts Department, Gannon Building, Room 131, telephone number (517) 483-1546 (website: www.lcc.edu/cma/) or the Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

REQUIREMENTS

TOTAL: 32 CREDITS

CODE	TITLE	CREDIT HOURS
ARTS 151	Color	3
FASH 100	Fashion Sketching	3
FASH 103	Fundamentals for Fashion	3
FASH 105	Fashion Computer-Aided Design	3
FASH 120	Intro to the Fashion Industry	3
FASH 260	Retail Buying/Fashion Planning	3
FASH 263	Fashion Internship	3
FASH 270	Fashion Portfolio	2
MGMT 150	Managing Consumer Relations	3
MKTG 130	Retailing	3
MKTG 200	Principles of Marketing	3
MINIMUM TOTAL		32

SUGGESTED COURSE SEQUENCE

Students should see course descriptions to find out when departments plan to offer courses. Students who for any reason are unable to follow the course sequence suggested below (for example, those who are part-time, have transferred in courses from another school, or have prerequisites to fulfill) should contact an academic advisor for help with adjustments.

I – FALL	II – SPRING	III – FALL
ARTS 151	FASH 120	MGMT 150
FASH 100	FASH 260	MKTG 130
FASH 103	FASH 263	MKTG 200
FASH 105	FASH 270	