

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Fashion Visual Merchandising & Display
Certificate of Achievement

Curriculum Code: 1776 (Effective Fall 2015 – Summer 2020)

The Visual Merchandising program provides students the opportunity to experience firsthand the emerging career area of retail and commercial display. Visual merchandising is a visually and aesthetically oriented field that emphasizes display design, display and prop fabrication, and arrangement with the object of influencing sales of all types of merchandise. Principles and philosophies of visual merchandising are learned through exploration of the marketplace and hands-on experimentation with local retail establishments. This certificate provides students with an option for career advancement in the field of Fashion Visual Merchandising & Display. 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

CODE	TITLE	TOTAL: 35 CREDITS 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 135	Fashion Design Process	3
FASH 144	Visual Merchandising & Design	3
FASH 185	Survey of Textiles	3
FASH 263	Fashion Internship	3
FASH 270	Fashion Portfolio	2

MKTG 130	Retailing	3
MKTG 200	Principles of Marketing	3

MINIMUM TOTAL **35**

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
FASH 100	ARTS 151	FASH 144
FASH 103	FASH 120	FASH 270
FASH 105	FASH 135	MKTG 130
FASH 185	FASH 263	MKTG 200