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Fashion

FAS101 Introduction to the Fashion Business 4 Credit Hours

Provides an overview of the fashion industry and its global reach, familiarizing students with fashion history, product development, manufacturing, marketing, and sales. Various fashion careers and opportunities are explored.

FAS224 Fashion Product Knowledge 4 Credit Hours

Provides an overview of key business categories within fashion, including women's, men's, and children's ready-to-wear, accessories, shoes, innerwear, and outerwear, with a focus on consumer behaviors, needs, marketing, and sales. Students are also introduced to the basics of home furnishings, beauty, and cosmetics.

Prerequisite: FAS101

FAS230 Fashion Textiles for Apparel and Home 4 Credit Hours

Provides a comprehensive overview of the textile industry. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

FAS240 Visual Merchandising 4 Credit Hours

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

FAS245 Merchandise Planning and Buying 4 Credit Hours

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring markups, markdowns, open-to-buy, and terms of sales.

FAS250 Product Lifecycle Management and Sustainability 4 Credit Hours

Students are introduced to supply chain management and sourcing in a global fashion environment, with a focus on sustainable business models and practices. Various cloud-based technologies and software programs are utilized.

Prerequisites: CIS115, FAS245

FAS261 Trend Analysis and Product Development 4 Credit Hours

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact on fashion product development from concept to consumer. Students will examine the merchandising process and learn to apply business strategies to achieve profitability.

Prerequisites: FAS101, FAS230, MKT220

FAS270 Special Topics in Fashion 4 Credit Hours

Involves readings and discussions organized around selected themes in fashion. Themes will vary each quarter.

FAS321 Art's Influence on Fashion 4 Credit Hours

Examines fashion as a defining art form and analyzes how it influences current

fashion collections. Topics include the study of major artists, decorative art movements, and relationship of art to contemporary apparel.

FAS327 The Great Fashion Designers

4 Credit Hours

Examines the aesthetics of major fashion designers from the 19th to the 21st centuries through lecture and study of museum clothing collections. Students will gain knowledge of historic fashion influences with application to contemporary and future fashion apparel.

Prerequisite: FAS101

FAS335 Omni-Channel Retail Management

4 Credit Hours

This course provides an in-depth analysis of omni-channel retailing. Students learn to develop and manage a layered, digitally connected shopping experience across multiple channels, including brick and mortar, catalog, e-commerce, and mobile.

Prerequisite: MKT220

FAS361 Fashion Events, Styling, and Public Relations

4 Credit Hours

Students learn skills and techniques to develop and present a fashion collection to a target audience. Topics include how to style and merchandise clothing, develop brand narrative and copy, create imagery and video, and host events with impact.

Prerequisite: FAS101

FAS416 Fashion E-Commerce and Interactive Media

4 Credit Hours

Within the framework of omni-channel retailing, this course focuses on the **development and management of an online retail operation, concentrating on design, back-end services, operations, distribution, customer service, and global scalability.** Students learn strategies to build effective interactive media marketing strategies, including social media and search engine optimization.

Prerequisite: FAS335

FAS470 Special Topics in Fashion

4 Credit Hours

Involves readings and discussions organized around selected topics in fashion. Themes will vary each quarter.

FAS475 Fashion Capstone

4 Credit Hours

This course provides students an opportunity to combine skills learned in **previous courses to analyze, design, and develop successful fashion business strategies, focusing on operations management, human resources, financial performance, and market impact.** This course will emphasize ethics, diversity, technology, and globalization.

Prerequisites: FAS250, FAS261, FAS335