



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	FASH
Course Number:	1
Descriptive Title:	Career Opportunities in Fashion
Division:	Industry and Technology
Department:	Fashion
Course Disciplines:	Fashion, Related Technologies
Catalog Description:	This course surveys career opportunities in the fashion industry, including fashion design and fashion merchandising. Students will explore career choice possibilities in terms of their personality traits and will study the characteristics, technology and global interrelationships of segments of the fashion industry through readings, classroom exercises and industry contacts. Students will conduct an interview including the preparation of a resume, cover letter and business cards.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	1
Hours Laboratory (per week):	0
Outside Study Hours:	2
Total Course Hours:	18
Course Units:	1
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	4/8/1996
Transfer UC:	Yes
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	

	Term:
	Other:
	IGETC:
	Term:
	Other:
Student Learning Outcomes:	<p>SLO #1 Career Paths</p> <p>Given previous class instruction and activities, the student will be able to describe a career path in fashion design or fashion marketing.</p> <p>SLO #2 Fashion Design & Merchandising</p> <p>As a result of coursework, the student will be able to differentiate between the fashion design and fashion merchandising segments of the apparel industry.</p> <p>SLO #3 Informational Interview</p> <p>As a result of coursework, the student will be able to conduct an informational interview with a prospective employer.</p>
Course Objectives:	<ol style="list-style-type: none"> 1. Choose and research possible entry-level positions in the apparel industry within a variety of industry categories. 2. Prepare and execute a job search, including preparation of a resume, cover letter, interview, thank you letter and business card. 3. Differentiate between the fashion design and fashion merchandising segments of the apparel industry. 4. Assess personal attributes in regards to individual educational and career goals. 5. Understand how to conduct an information interview.
Major Topics:	<p>I. OPPORTUNITIES IN FASHION OVERVIEW (3 hours, Lecture)</p> <ol style="list-style-type: none"> A. Exploring the business of fashion B. Identifying segments of the fashion industry <p>II. FASHION RETAIL SEGMENT (3 hours, Lecture)</p> <ol style="list-style-type: none"> A. Target customer B. Price categories C. Size categories D. Retail store structures <p>III. THE DESIGN PROCESS (3 hours, Lecture)</p> <ol style="list-style-type: none"> A. Designer duties B. Patternmaking C. Production

	<p>IV. COSTING (2 hours, Lecture)</p> <p>A. Importance of the cost sheet B. Cost sheet development</p> <p>V. TECHNOLOGY (2 hours, Lecture)</p> <p>A. Design technology B. Retail technology</p> <p>VI. FINDING CAREERS IN THE INDUSTRY (3 hours, Lecture)</p> <p>A. Job sources B. Internships C. Resumes and cover letters D. Personal aptitude assessment</p> <p>VII. THE INTERVIEW (2 hours, Lecture)</p> <p>A. Informational interviews B. Personal interviews</p>
Total Lecture Hours:	18
Total Laboratory Hours:	0
Total Hours:	18
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Search for a fashion industry professional in one area of interest. Set up an interview with this person and prepare a two-page written report on interview findings. Submit report to the instructor.
Critical Thinking Assignment 1:	Research three entry-level positions of interest. Prepare and submit a resume and cover letter using key words and skills requested in the job description. Submit resume and cover letter to the instructor.
Critical Thinking Assignment 2:	Research two mainstream news sources for articles about the fashion industry. Highlight key points in the articles and state the relevancy of each article to the student's future in the fashion industry. Prepare and submit a one-page summary of each article and submit to the instructor.
Other Evaluation Methods:	Class Performance Fieldwork Homework Problems Reading Reports Written Homework
Instructional Methods:	Discussion Guest Speakers Lecture
If other:	SELF-ASSESSMENT AND ORAL REPORT

Work Outside of Class:	Required reading Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Textbooks:	Michele M. Granger. The Fashion Industry and Its Careers: An Introduction. 4th edition, Fairchild Books, 2020
Alternative Textbooks:	
Required Supplementary Readings:	California Apparel Newspaper
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	Ability to read fashion related materials Summarize, analyze, evaluate, and synthesize college-level textbooks. Ability to compose written reports Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.
Enrollment Limitations and Category:	

Enrollment Limitations Impact:	
Course Created by:	Chris Moran-Wisdom
Date:	03/23/2016
Original Board Approval Date:	04/08/1996
Last Reviewed and/or Revised by:	Vera Ashley
Date:	01/22/2022
Last Board Approval Date:	06/20/2022