For-Credit Courses and Certificate Programs in
Apparel Merchandising & Management
For Industry Professionals

Courses in Los Angeles & Pomona

Winter 2014
1. Certificate in Apparel Manufacturing*
(16 quarter units over 9 months)

Perhaps surprisingly, apparel is one of the largest manufacturing industries in the United States. As labor and transportation costs rise around the world, the industry is finding that product innovation, design, speed of service and customization are critical. This is driving renewed interest in hi-tech, agile, service-based manufacturing in the US, especially in Southern California. The Cal Poly Pomona Apparel Manufacturing certificate will equip you with technical knowledge and management skills for career positions in apparel production.

Courses include:

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<thead>
<tr>
<th>Course No. &amp; Description</th>
<th>Units</th>
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<tbody>
<tr>
<td>AMM 180L Apparel Construction</td>
<td>1</td>
<td>Jan 8th – Mar 19th 2014</td>
</tr>
<tr>
<td>AMM 301/301L Apparel Product Analysis</td>
<td>3</td>
<td>Jan 6th – Mar 17th 2014</td>
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<tr>
<td>AMM 381/381L Apparel Production</td>
<td>4</td>
<td>Jan 2014</td>
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<tr>
<td>AMM 481/481L Advanced Apparel Production</td>
<td>4</td>
<td>Mar/ Apr 2014</td>
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<tr>
<td>AMM 499-01 Apparel Operations Management</td>
<td>4</td>
<td>Jun 2014</td>
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</tbody>
</table>

* Courses may be taken individually for credit or not for credit.

You will learn:
- clothing construction techniques
- garment technical design and features that impact quality and price
- creation and application of technical packages
- primary production processes from cut order planning through spreading, cutting, garment assembly, and finishing
- process evaluation and methods engineering
- manufacturing technologies and their capabilities and limitations
- operations and supply chain management, project management, forecasting, resource allocation, capacity planning, quality control, and inventory management
- advanced technologies including, body scanning, mass customization, Unit Production Systems, Radio Frequency ID (RFID), and virtual environments.
- information management systems such as product life cycle management (PLM) and Enterprise Resource Planning (ERP).
2. Certificate in Apparel Product Development*

(15 quarter units over 12 months)

The purpose of the Certificate in Apparel Product Development is to provide you with a thorough understanding of the business processes and technologies used to develop and bring new apparel lines to market. These include 2D and 3D CAD drawing and patternmaking applications, product life cycle management systems, and body scanning and virtual reality fitting technologies.

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<tr>
<td>AMM 112L Digital Illustration for Fashion</td>
<td>1</td>
<td>Mar/Apr 2014</td>
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<tr>
<td>AMM 180L Apparel Construction</td>
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<td>Jan 8th – Mar 19th 2014</td>
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<tr>
<td>AMM 210/210A Apparel Design Analysis</td>
<td>3</td>
<td>Mar/Apr 2014</td>
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<tr>
<td>AMM 301/301L Apparel Product Analysis</td>
<td>3</td>
<td>Jan 6th – Mar 19th 2014</td>
</tr>
<tr>
<td>AMM 310/310A Design &amp; Merchandising Strategies</td>
<td>3</td>
<td>Jun 2014</td>
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<tr>
<td>AMM 414/414A Apparel Product Development II</td>
<td>4</td>
<td>Fall 2014</td>
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You will learn:

- Computer-aided design and graphics to draw fashion figures, apparel flats, and surface designs for fabrics
- Clothing construction techniques for a variety fabrics and garments
- Design elements and principles as applied to clothing design.
- Human body types and drape and fit in relation to the body.
- Garment technical design and features that impact quality and price
- How to analyze construction methods and identify problems.
- How to create garment specifications and technical packages using cad systems and spreadsheets.
- Planning, development, and presentation of apparel product lines, including initial design, technical package, and sewn prototype.
- Merchandising strategies and product line constraints.
- Interrelationship marketing research service providers, manufacturers, retailers, and consumers in the development of apparel products.
- Line review and revision of first patterns and prototypes to create optimal specifications.
- Application of emerging software and hardware technologies including PLM, 3D CAD, and body scanning in apparel product development.
3. Certificate in Textile Technology*

The Certificate in Textile Technology will provide you with a comprehensive understanding of textile materials and structures, their decoration, finishing, and performance in end use applications. Emerging technologies and their impact on the industry are analyzed.

The program consists of the following courses:

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<tr>
<td>AMM 160/ 160L Introduction to Textile Science</td>
<td>4</td>
<td>Jan 7th- Mar 20th 2014</td>
</tr>
<tr>
<td>AMM 260/ 260L Textile Fabrication</td>
<td>4</td>
<td>Spring 2014</td>
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<tr>
<td>AMM 360/ 360A Textile Specification Testing</td>
<td>4</td>
<td>Summer 2014</td>
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<tr>
<td>AMM 499-02 Advanced Technologies in Fibers, Textiles and Apparel</td>
<td>4</td>
<td>Fall 2014</td>
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*Certificate on completion of 16 quarter units over 12 months. Courses may also be taken on their own for credit or not for credit.

You will learn:

- The physical and chemical properties of textiles.
- Textile fiber classification, properties and identification.
- Textile coloration and finishing processes.
- Relationship of fiber characteristics, coloration and finishing processes to fabric properties, performance, legislation and care.
- Yarn and fabric structures and their production processes.
- How to identify and analyze of yarn and fabric structures.
- Evaluate textile properties that impact product quality, cost and end use selection.
- Principles and practices in specification buying of textiles, trim, and findings.
- Garment performance and appearance testing, labeling and certification requirements. Introduction to color measurement, management, and communication.
- Current advances in textile and apparel materials, and processes.
- Application of innovative textile materials in apparel and related end-uses.
- Emerging technologies used in the fashion industry.
4. Certificate in Fashion Retail Management
(18 quarter units over 9 months)

The fashion retail sector is one of the largest employers in the United States. The Certificate in Fashion Retail Management is designed to provide you with a comprehensive grounding in the business environment, organization, methods, and strategies of the fashion retail sector.

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<td>AMM 101 Fashion Industry</td>
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<td>AMM 330 Apparel Retailing</td>
<td>4</td>
<td>Jan 7th - Mar 20th 2014</td>
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<tr>
<td>AMM 251/ 251A Apparel Retail Buying</td>
<td>4</td>
<td>Mar/Apr 2014</td>
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<td>AMM 471 Apparel Wholesale Operations</td>
<td>3</td>
<td>Jun 2014</td>
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<tr>
<td>AMM 496 Issues in Apparel Retail Management</td>
<td>3</td>
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* Courses may be taken individually for credit or not for credit.

You will learn:

- The scope and organization of the global fashion pipeline.
- The characteristics of apparel markets and consumer behavior.
- The development, organization, and structure of the apparel wholesale and retail sectors.
- Marketing and operations management in the apparel wholesale and retail sectors.
- Principles and techniques of merchandising math and how to apply these to real world retail operations.
- Contemporary issues in apparel retailing, including: store environment design, experiential retailing, retail category management, customer relationship management, intellectual property, retail pricing and profit analysis.
5. Certificate in Visual Merchandising & Promotion*
(15 quarter units over 9 months)

The Certificate in Visual Merchandising & Promotion is designed for students seeking a career in visual merchandising for the apparel retail and wholesale sectors. You will learn how to blend business and creative skills to create compelling displays, store layouts, and retail design concepts using multimedia tools including 2D and 3D CAD.

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<td>AMM 230 Fashion Promotion</td>
<td>3</td>
<td>Jan 9th - Mar 20th 2014</td>
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<tr>
<td>AMM 270/270A Visual Merchandising &amp; Store Design</td>
<td>4</td>
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You will learn:

- The scope and organization of the global fashion pipeline.
- The characteristics of apparel markets and consumer needs.
- Design elements and principles.
- Vector based Computer-aided design and graphics programs to create surface designs for fabrics, to illustrate shading and tonal value in fashion figure drawing, and to illustrate figures in proper scale and proportion.
- Analysis of apparel designs for formal, expressive, and symbolic qualities.
- Design elements and principles as applied to clothing design.
- The application and operation of 3D body scanning technologies.
- Analysis of body proportions and types and how the garment falls in relation to the body.
- Principles and techniques for advertising and promoting apparel products at wholesale and retail levels.
- Promotional mix, trend and forecast research, branding, special events, integrated marketing, promotional media and communication strategy.
- Design principles in relation to the interior design of stores and their use in the merchandising of goods.
6. Certificate in Fashion Retail Buying & Sourcing*
(16 quarter units over 9 months)

Over the past fifty years, apparel buying has been transformed by the growth of large retailers and apparel suppliers, the advent of sophisticated management information systems, and the globalization of apparel manufacturing and consumer markets. The Certificate in Fashion Retail Buying & Sourcing will equip you with the skills to advance your career in this critical aspect of the apparel business.

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<tr>
<td>AMM 251/251/A Apparel Retail Buying</td>
<td>4</td>
<td>Mar/Apr 2014</td>
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<tr>
<td>AMM 350 Apparel Retail Buying 2</td>
<td>4</td>
<td>Jun 2014</td>
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<tr>
<td>AMM 453 Apparel Sourcing &amp; Supply Chain Management</td>
<td>4</td>
<td>Sep 2014</td>
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You will learn:

- The organization, development and management practices of the apparel retail sector.
- Contemporary issues in multi-channel retailing, store location, apparel consumer behavior, retail marketing strategies, and retail operations management.
- The role of the retail buyer.
- The principles and techniques of merchandising math.
- Apparel buying processes, strategic positioning, assortment and seasonal plans, and purchase order management.
- Analysis of competition market share strategy and sales forecasting.
- How fashion retailers source product from multiple vendors.
- Supply chain management issues and practices in the apparel sector.
- Software programs for planning, forecasting, replenishment, and consumer response.
- Apparel wholesale selling.
- The complete apparel wholesale process of order entry, invoicing of purchase orders, customer service, and order management.
7. Certificate in International Fashion Business*  
(15 quarter units over 9 months)

The globalization of manufacturing and markets for apparel has created many challenges and opportunities for companies. The Certificate in International Fashion Business provides key skills to develop your in the fields of international production, trade and marketing.

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<tr>
<td>AMM 357 Apparel Importing &amp; Exporting</td>
<td>3</td>
<td>Mar/Apr 2014</td>
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<tr>
<td>AMM 420 International Apparel Market Research</td>
<td>4</td>
<td>Jun 2014</td>
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<tr>
<td>AMM 453 Apparel Sourcing &amp; Supply Chain Management</td>
<td>4</td>
<td>Mar/Apr 2014</td>
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<tr>
<td>AMM 457 Dynamics of the Global Apparel Industry</td>
<td>4</td>
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You will learn:

- Fundamentals of apparel importing and exporting processes.
- Political-legal, cultural and financial issues related to apparel importing and exporting.
- Supply chain management and logistics for the apparel and textile complex.
- Vendor identification, selection, and relationship management.
- Sourcing and supply chain management policies of major apparel producers and retailers.
- Planning, forecasting, replenishment, and consumer response software systems.
- The economic, competitive, technological and market forces shaping the international apparel production and distribution sectors.
- Management practices and issues facing firms in the fashion supply chain business.
- Market and industry developments affecting the apparel production and fashion retail sectors.
- International business research methods and project management.