

# APPAREL ENTREPRENEUR



Follow your dreams and start an apparel business.

By joining the certificate program, you get:

- Access to financial support, equipment and supplies
- First call on classes
- Networking with industry professionals
- Portfolio show and career services
- Access to grants to start your business

Completing these certificates gives you the right skills to start an apparel business and opens the door to jobs at apparel companies.

Classes are given in the order they should be taken so you can meet the required pre-requisites. With concentrated effort, it's possible to complete a certificate within two years' study. The full curriculum begins each Fall but you can start any time.

Here are the classes you need to start and stay with your own apparel business. You will complete a business plan and be ready to get financing upon completion of this certificate.

## FIRST TERM CLOCK HRS

AD101	Beginning Sewing	36
AD103	Apparel Construction	36
AD114*	Color Theory	18
AD115-117*	Fashion Illustration 1, 2, 3	36
AD118*	Digital Illustration (optional-6)	
AD128*	History of Fashion	18
AD129*	Inside the Fashion Industry	18
AD169*	Textiles	18
AE101*	How to Start an Apparel Business	3
AE102*	Excel for Apparel	3
AE103*	Costing & Pricing	3
AE104*	Accounting Basics	3
AE105*	Sourcing	3
AE106*	Working with Production	3

## SECOND TERM CLOCK HRS

AD201	Industrial Machine Sewing	18
AD221	Patternmaking 1	36
AD231*	Patternmaking 2	18
AD241-242	Draping 1 & 2	36
AD261*	Adobe Illustrator	36
AE201*	Contracting for Apparel	3
AE202*	Intellectual Property	3

\* = online class  
Go to [www.pfi.edu](http://www.pfi.edu) to read PFI & Coronavirus to see the COVID-19 rules for in-person classes.

AE203*	E-Commerce Concepts	3
AE204*	Selling Wholesale	3
AE205*	Strategic Marketing Planning	18
AE213*	Visual Merchandising	18

## THIRD TERM CLOCK HRS

AD317	Couture Techniques	18
AD321	Patternmaking 3	18
AD331	Patternmaking 4	36
AD333	Fit & Pattern Alteration	18
AD335*	Graphic Design	18
AD336*	Computer Print Design	18
AE301*	Fashion Forecasting	3
AE302*	Website Development	18
AE303*	PR Techniques	3
AE304*	Social Media Marketing	3
ATD374	E-commerce Marketing	18

## FOURTH TERM CLOCK HRS

AD402*	Concept & Development	36
AD412	Advanced Pattern & Construction	36
AD451	Fashion Event Production	24
AE401*	Branding	18
AE402*	Apparel Business Plan	18
AE403*	Fashion Buying & Merchandising	18
AD461*	Portfolio	36
AD490	Internship	90

**TOTAL HOURS 747+internship**