

**REQUIREMENTS FOR A BACHELOR OF SCIENCE IN
FASHION MERCHANDISING**

WITH A BUSINESS CONCENTRATION

WITH PRODUCT DEVELOPMENT CONCENTRATION

WITH FASHION PROMOTION CONCENTRATION

FASHION MERCHANDISING

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MISSION:

The Fashion Program builds on the College's strong liberal arts tradition with a curriculum designed to keep pace with the changing needs of the fashion industry. Students develop creative, technical, and business skills that position them for successful employment. Internships are an integral part of the learning experience in the Fashion Program, as is the effective use of technology, including computer-aided design and industry-specific software.

The Fashion Program for Fashion Merchandising features a comprehensive curriculum leading to the Bachelor of Science Degree. Students may choose from three concentrations — the Business concentration, Product Development concentration, or Fashion Promotion concentration.

The Business Minor concentration focuses on the planning, procurement, and marketing aspects of the fashion business. Students learn to research target markets, analyze business results, manage the supply chain, and develop strategies that effectively meet the needs of consumers. The Product Development concentration explores the development of private label or branded merchandise, supply chain management, and the use of product data management techniques. The Fashion Promotion concentration is geared the student seeking a career in fashion public relations or advertising, event production or on-line promotion. A capping course is required for all senior Merchandising students. The capstone project requires that the student relate his/her knowledge of fashion merchandising and program concentration, related courses and the core, often in collaboration with major fashion companies. Fashion Merchandising students may also pursue a Product Development minor.

REQUIREMENTS FOR A BACHELOR OF SCIENCE IN FASHION MERCHANDISING

Note: A minimum of 60 credits in Liberal Arts is required. This may require utilizing some elective credits.

Course Requirements in Fashion Merchandising for all three concentrations (Business, Fashion Promotion or Product Development)

FASH 100 Fashion in Culture & Commerce	3 cr
FASH 200 Textiles	3 cr
FASH 245 Digital Fashion Design I	3 cr
FASH 265 Retailing Principles & Practices	3 cr
FASH 235 Trend Forecasting & Analysis	3 cr
FASH 300 Product Development	3 cr
FASH 381 History of Modern Fashion	3 cr
FASH 400 Employment Seminar	1 cr
FASH 455 Global Merchandising Strategies	3 cr
FASH 477 Merchandise Capping	<u>3 cr</u>

28CR

Course Requirement in Related Fields

ART 281 History of Costume	3 cr
COM 102 Introduction to Communication	3 cr
COM 220 Introduction to Strategic Advertising	3 cr

9CR

TOTAL CREDITS REQUIRED FOR FASHION MERCHANDISING

37CR

CONCENTRATION: FASH MERCHANDISING W/ BUSINESS

ALL COURSES LISTED ABOVE IN FASHION MERCHANDISING

37CR

PLUS

FASH 304 Merchandise. Planning & Control	3 cr
FASH 355 Buying, Planning & Allocation	3 cr
BUS 320 Financial Management	3 cr
BUS 340 Marketing Principles	3 cr
ACCT 203 Financial Accounting	3 cr
ACCT 204 Managerial Accounting	3 cr
ECON 103 Principles of Microeconomics	3 cr
ECON 104 Principles of Macroeconomics	<u>3 cr</u>

24CR

TOTAL CREDITS REQUIRED FOR FASHION MERCHANDISING W BUSINESS CONCENTRATION

61CR

CONCENTRATION: FASH MERCH W/ FASHION PROMOTION

ALL COURSES LISTED ABOVE IN FASHION MERCHANDISING

37CR

PLUS

FASH341 Branding & Licensing	3 cr
COM103 Digital Toolbox	3 cr
COM211 Fundamentals of PR Theory & Practice	3 cr

9CR

Student will choose 3 courses from this selection (3 crs each):

9 CR

FASH261 Event Planning
FASH269 Visual Merchandising
FASH266 Writing for Fashion
FASH295 Fashion Show Production
FASH306 Sustainability in Fashion
FASH315 Fashionology: Retail Entrepreneurship
FASH367 Advanced Fashion Show Production

Student will choose 2 from the following selection (3crs each):

6CR

COM333 Applied Research Analytics
Authorized Special Topics
COM348 Integrated Strategies Tactics & Shareholders

TOTAL CREDITS REQUIRED FOR FASHION MERCHANDISING W FASHION PROMOTION CONCENTRATION

61CR

CONCENTRATION: FASH MERCH W/ PRODUCT DEVELOPMENT

ALL COURSES LISTED ABOVE IN FASHION MERCHANDISING

37CR

PLUS

FASH 268 Digital Fashion Design II	3 cr
FASH 304 Merchandise Planning & Control	3 cr
FASH 306 Sustainability in Fashion	3 cr
FASH 318 Apparel Supply Chain Management	3 cr
FASH 325 Private Label Development	3 cr
FASH 341 Branding & Licensing	3 cr
FASH 415 Advanced PDM Software	3 cr

21CR

TOTAL CREDITS REQUIRED FOR FASHION MERCHANDISING W PRODUCT DEVELOPMENT CONCENTRATION

58CR

3.0 Core/Liberal Studies Requirements

3.1 FOUNDATION

First Year Seminar	4 cr
Writing for College	3 cr

3.2 DISTRIBUTION

Breadth

PHIL 101 Philosophical Perspectives	3 cr
Ethics, Applied Ethics, or Religious Studies	3 cr
Fine Arts	0 cr (fulfilled by related field req.)
History	3 cr
Literature	3 cr
Mathematics (MATH 130 Intro to Statistics**)	3 cr
Natural Science	3 cr
Social Science	0 cr (fulfilled by related field req.)

Pathway*	<u>12 cr</u>
Courses addressing an interdisciplinary topic	

Total Core/Liberal Studies Requirements **37 cr**

4.0 Electives **22 cr**

Total Credit Requirement for Graduation

120cr

*Breadth and Pathway courses may overlap, but all students must take a total of 36 distribution credits (including related field requirements). Students majoring in Breadth areas may apply a maximum of 6 credits to their distribution total. If applicable to a Pathway, 3 credits may come from disciplines outside of Core Breadth areas. Although foreign language and culture courses are not required within the Core, courses in these fields may be used to fulfill distribution requirements. See the Core/LS Program website for a detailed list of all courses that satisfy distribution requirements.

** Prerequisite for BUS 320 Financial Management.

**RECOMMENDED PROGRAM SEQUENCE BACHELOR OF SCIENCE IN FASHION
MERCHANDISING WITH A BUSINESS CONCENTRATION**

FRESHMAN YEAR

FALL

FASH 100 Fashion Culture & Commerce	3 cr
FYS 101 First Year Seminar	4 cr
ENG 120 College Writing	3 cr
PHIL 101 Philosophical Perspectives	3 cr
ECON 103 Principles of Microeconomics	<u>3 cr</u>
	<u>16 cr</u>

SPRING

FASH 200 Textiles	3 cr
COM 102 Intro to Communications	3 cr
ECON 104 Principles of Macroeconomics	3 cr
Core Distribution	3 cr
Core Distribution	<u>3 cr</u>
	<u>15 cr</u>

SOPHOMORE YEAR

FALL

FASH 265 Principles of Retailing	3 cr
FASH 245 Digital Fashion Design	3 cr
Core Distribution	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SPRING

COM 220 Intro to Strategic Advertising	3 cr
FASH- 235 Trend Forecasting & Analysis	3 cr
FASH 304 Merch Planning & Control	3 cr
Elective	3 cr
Core Distribution	<u>3 cr</u>
	<u>15 cr</u>

JUNIOR YEAR

FALL

FASH 300 Product Development	3 cr
FASH 355 Buying, Planning Allocation	3 cr
Core Distribution	3 cr
ART 281 History of Costume	3 cr
ACCT 203 Financial Accounting	<u>3 cr</u>
	<u>15 cr</u>

SPRING

FASH 381 History of Modern Fashion	3 cr
ACCT 204 Managerial Accounting	3 cr
Core Distribution	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SENIOR YEAR

FALL

BUS 320 Financial Management	3 cr
FASH 400 Employment Seminar	1 cr
FASH 455 Global Merchandising Strategies	3 cr
Core Distribution (if needed)	3 cr
Elective	3 cr
Elective	<u>3 cr</u>

SPRING

FASH 477 Fashion Capping	3cr
BUS 340 Marketing Principles	3cr
Core Distribution (if needed)	3cr
Electives	3 cr
Electives	<u>3 cr</u>
	<u>15cr</u>

16 cr

RECOMMENDED SEQUENCE BACHELOR OF SCIENCE IN FASHION MERCHANDISING WITH PRODUCT DEVELOPMENT CONCENTRATION

Note: A minimum of 60 credits in Liberal Arts is required. This may require utilizing some elective credits.

FRESHMAN YEAR

FALL

FASH 100 Fashion Culture & Commerce	3 cr
FYS 101 First Year Seminar	4 cr
ENG 120 College Writing	3 cr
PHIL 101 Philosophical Perspectives	3 cr
COM 102 Intro to Communications	<u>3 cr</u>
	<u>16 cr</u>

SPRING

FASH 200 Textiles	3 cr
FASH 245 Digital Fashion Design	3 cr
FASH 265 Retailing Principles & Practices	3 cr
Core Distribution	3 cr
Core Distribution	<u>3 cr</u>
	<u>15 cr</u>

SOPHOMORE YEAR

FALL

FASH 268 Digital Fashion Design II	3 cr
FASH 235 Fashion Trend Forecasting & Analysis	3 cr
Core Distribution	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SPRING

FASH 300 Product Development	3 cr
FASH 304 Merchandise Planning & Control	3 cr
Core Distribution	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

JUNIOR YEAR

FALL

FASH 341 Branding & Licensing	3 cr
COM 220 Intro to Strategic Advertising	3 cr
Core Distribution	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SPRING

FASH 318 Apparel Supply Chain Management	3 cr
FASH 325 Private Label	3 cr
ART 281 History of Costume	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SENIOR YEAR

FALL

FASH 306 Sustainability	3 cr
FASH 381 History of Modern Fashion	3 cr
FASH 415 Web PDM	3 cr
Core Distribution (if needed)	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SPRING

FASH 455 Global Merchandising Strategies	3 cr
FASH 477 Fashion Capping	3 cr
FASH 400 Employment Seminar	1 cr
Core Distribution (if needed)	3 cr
Electives	3 cr
Electives	<u>3 cr</u>
	<u>16 cr</u>

RECOMMENDED SEQUENCE BACHELOR OF SCIENCE IN FASHION MERCHANDISING WITH FASHION PROMOTION CONCENTRATION

FRESHMAN YEAR

FALL

FASH 100 Fashion Culture & Commerce	3 cr
FYS 101 First Year Seminar	4 cr
ENG 120 College Writing	3 cr
PHIL 101 Philosophical Perspectives	3 cr
COM 102 Intro to Communications	<u>3 cr</u>
	<u>16 cr</u>

SPRING

FASH 200 Textiles	3 cr
CSIS 103 Digital Toolbox	3 cr
FASH 200 Textiles	3 cr
Core Distribution	3 cr
Core Distribution	<u>3 cr</u>
	<u>15 cr</u>

SOPHOMORE YEAR

FALL

FASH 245 Digital Fashion Design	3 cr
FASH 265 Retailing Principles & Practices	3 cr
COM 211 Fundamentals of PR	3 cr
Core Distribution	3 cr
Core Distribution	<u>3 cr</u>
	<u>15 cr</u>

SPRING

FASH 235 Trend Forecasting & Analysis	3 cr
COM 220 Intro to Strategic Advertising	3 cr
Core Distribution	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

JUNIOR YEAR

FALL

FASH 300 Product Development	3 cr
COM 348 Integr. Strat., Tactics, Shareholders	3 cr
ART 281 History of Costume	3 cr
Fashion Menu choice 1	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SPRING

FASH 41 Branding & Licensing	3 cr
FASH 381 History of Modern Fashion	3 cr
COM 333 Applied Research Analytics	3 cr
Core Distribution	3 cr
Elective	<u>3 cr</u>
	<u>15 cr</u>

SENIOR YEAR

FALL

FASH 455 Global Merchandising Strategies	3 cr
Fashion Menu Choice 2	3 cr
FASH 400 Employment Seminar	1 cr
COM Menu Choice 1	3 cr
Core Distribution (if needed)	3 cr
COM Menu Choice 2	<u>3 cr</u>
	<u>16 cr</u>

SPRING

Fashion Menu Choice 3	3 cr
FASH 477 Fashion Capping	3 cr
Core Distribution (if needed)	6 cr
Electives	<u>3 cr</u>
	<u>15 cr</u>