APPAREL, MERCHANDISING AND DESIGN

Apparel, Merchandising and Design’s mission is to offer a rigorous program of study and prepare professional and ethical leaders. Grounded in social responsibility, students become content experts with innovative mindsets and professional voices. Strong business and community collaborations prepare women for transformational leadership, life-long learning and a commitment to sustainability in the global context.

Programs provide extensive internship opportunities, industry-class collaborations, and a plethora of industry guest speakers to enrich student learning. Small class size, one-on-one mentoring, and innovative curriculum provide students with skills and expertise to be effective and ethical professionals. Classes nurture creative and collaborative mindset to prepare students for dynamic and exciting careers in fashion and design professions.

Majors

- Apparel Design - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/apparel-merchandising-design/apparel-design-ba-bs)
- Family and Consumer Science - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/apparel-merchandising-design/family-consumer-science-ba-bs)
- Fashion Merchandising - BA, BS (catalog.stkate.edu/undergraduate/business-professional-studies/apparel-merchandising-design/fashion-merchandising-ba-bs)

Minor

- Family Life - Minor (catalog.stkate.edu/undergraduate/business-professional-studies/apparel-merchandising-design/family-life-minor)

APPD 3050 Advanced Construction Methods — 4 credits
This course focuses on intermediate and advanced garment construction, with emphasis on tailoring, fitting, formalwear techniques, and creating sustainable fashion. Support structures and fitting are a major component of this course. Students must have basic sewing proficiency before taking this course. Offered in the College for Women.
Prerequisite: FASH 2100 or passing a sewing proficiency exam.

APPD 3150 Patternmaking — 4 credits
An introductory course in pattern design and development. Topics cover an introduction to flat pattern and drafting methods of pattern creation. You continue developing an understanding of and expertise in body measurement and fitting methods. Offered in the College for Women.
Prerequisites: FASH 2100, APPD 3050.

APPD 4050 Fashion Illustration — 4 credits
Development of illustration skills through a variety of media. Course focuses on fashion illustration, including studies in motion, fit, ease, and fabric and texture rendering. After developing hand skills, students work with varied computer media to develop professional illustrations and to integrate manual and digital works. Offered in the College for Women.
Prerequisite: ART 2250.
Prerequisite with concurrency: ART 1200 or ART 2600.

APPD 4150 Patternmaking II — 4 credits
The second patternmaking course develops skills in draping that uses fabric manipulation to create designs and develop patterns. This course also develops intermediate skills in flat pattern and drafting. Computer Aided Design and Pattern development skills are introduced. Students will learn advanced fitting. Students will also create an apparel line in a client-driven experience. Class promotes innovation and creativity in thinking. Offered in the College for Women.
Prerequisite: APPD 3150.

APPD 4602 Internship — 2 credits
Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, the student must meet with the internship coordinator in the Career Development Office.
Prerequisites: Faculty sponsorship and approval by department chair.

APPD 4604 Internship — 4 credits
Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves you in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office. A semester long classroom component is part of this course and focuses on furthering the professional development of students in the retail major program, particularly with respect to career development in retail merchandising in preparation for future work experiences and employment through resume & cover letter writing, development of interviewing and presentation skills, job search strategies, professional writing, discussion of current key topics within the industry and a variety of other professional experiences.
Prerequisites: Faculty sponsorship and approval by department chair.

APPD 4682 Directed Study — 2 credits

APPD 4800 Apparel Design Seminar — 4 credits
This course provides an opportunity for students to develop an integrated apparel design focus. It includes creative thinking and the development of an individualized style to be expressed in the creation of a senior apparel line and portfolio designs. These apparel lines are publicly exhibited at the end-of-year style show. Students also explore methods for portfolio display including traditional and electronic venues. Offered in the College for Women.
Prerequisites: APPD 3050, APPD 3150, APPD 4050, APPD 4150.

APPD 4952 Independent Study — 2 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.

APPD 4954 Independent Study — 4 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.
APPD 4992 Topics — 2 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.

APPD 4994 Topics — 4 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.

FACS 3350 Child in the Family — 4 credits
Study of the needs of the child at each stage of her/his development with an emphasis on finding appropriate ways of meeting these needs within the context of the family. Identification of possible physical and emotional crises children may face including methods for effectively dealing with these crises. Offered in the College for Women and the College for Adults.
Prerequisite: PSYC 2025 or PSYC 2026.

FACS 3360 Parenting Education — 2 credits
This course involves the study of parenting as a means of facilitating the development of both parent and child. Alternative parenting styles related to the characteristics of parent and child are examined. Also involves the review and development of parent education curricula. Offered in the College for Women. Offered in alternate years.
Prerequisites: FACS 3350; PSYC 2025 or PSYC 2026.

FACS 3650 Personal and Family Financial Management — 4 credits
Understanding the skills for successful financial management is the core of the course. Students will participate in a practical study of establishing goals, planning and creating personal/family budgets. Students will study, discuss and reflect upon establishing and managing credit, consumer decision making, housing options and home financing, taxes, insurance, employee benefits packages and investments. Students will leave the class with a comprehensive framework for managing their finances. Offered in the College for Women.
Prerequisite: Junior or senior status.

FACS 3700 Interior Design/Housing — 4 credits
The course involves the application of economic and art principles within responsible consumer decision-making paradigms in planning and selecting furniture, textiles and home accessories appropriate in decorating and furnishing new and remodeled homes. Studio problems emphasize application of theory. Offered in alternate years.

FACS 4000W Management Approach to Family Systems — 4 credits
This course involves the study of the systems approach to family management. It includes the principles of family living related to the management of human and environmental resources; establishment of family goals and values; home-related work, patterns of communication and decision making; and change as it affects families. It includes the study of current family forms and challenges affecting families today. Offered in alternate years. Offered in the College for Women.
Prerequisite: Junior or senior status.

FACS 4602 Internship — 2 credits
Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office.
Prerequisites: Faculty sponsorship and approval by department chair.

FACS 4604 Internship — 4 credits
Structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office.
Prerequisites: Faculty sponsorship and approval by department chair.

FACS 4682 Directed Study — 2 credits
FACS 4684 Directed Study — 4 credits
Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course, but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.
Prerequisites: Faculty, department chair and dean approval.

FACS 4952 Independent Study — 2 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.

FACS 4954 Independent Study — 4 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.

FACS 4992 Topics 2 — 2 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.

FACS 4994 Topics 2 — 4 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.

FASH 2050 Textiles with Lab — 4 credits
An in-depth consumer-oriented approach to the analysis of fibers, yarns, fabrics and finishes with an eye towards sustainability. Close look at the characteristics of fibers and fabrics and their effect on end-use serviceability. Students will learn to differentiate fabrics and finishes. Offered in the College for Women.
Prerequisite: Sophomore standing.

FASH 2100 Apparel Construction and Analysis — 4 credits
This course includes basic apparel construction techniques with emphasis on the decision making involved in selecting appropriate techniques and fabrics for particular end uses. It involves an introduction to basic measuring and fitting criteria, as well as basic support materials; it also provides an introduction to the apparel industry labor issues within the context of social responsibility. The concept of fashion sustainability is introduced. Offered in the College for Women.
Prerequisite: Permission of instructor.
FASH 2150W Sociocultural Aspects of Dress — 4 credits
The course involves the study of social, psychological, cultural, and aesthetic aspects of dress. Focus is on understanding multicultural diversity and broadening the perspective in which students view dress. Sustainable fashion as a cultural phenomenon is explored. This course includes cultural experience through a service learning component. Offered in the College for Women. Also offered as CRST 2151W.

FASH 2992 Topics — 2 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses. Offered in the College for Women.

FASH 2994 Topics — 4 credits

FASH 3100 History of Costume — 4 credits
This class involves the study of the historic patterns of dress from ancient times to the Neoclassic period. Illustrated lectures stress political, economic and social conditions as reflected in the clothing of men and women during each period. Offered in the College for Women.

FASH 3150 Aesthetics and Trends — 4 credits
This course will provide an overview of aesthetic analysis in relation to past, current and future fashion trends providing a framework for objective and scientific analysis of visual stimulus and context, including determining what external factors are relevant to aesthetic judgments (time, culture, place) and analyzing inter-relationships between creator, audience and object. Analyses of the process of predicting changes in fashion over time are explored, with particular emphasis on identifying those factors that influence acceptance or rejection of apparel at the consumer level.
Prerequisites: FASH 1000, FASH 2150W, FASH 3000.

FASH 4100 History of Fashion — 4 credits
This course involves the study of the cycles of change in the style of men’s and women’s clothing from 1790 to the present. Focus is on the development of couture and the study of important designers in each period. Illustrated lectures stress political, economic and social conditions as reflected in the clothing during each period. Offered in the College for Women.
Prerequisite: FASH 3100.

FASH 4571 Internship Practicum — 1 credit
The internship practicum focuses on furthering the professional development of students in the retail major program, particularly with respect to career development in retail merchandising. Independent study offers students the opportunity for specialized learning experience that takes place on- or off-campus and includes a substantial work component. Offered in the College for Women.
Prerequisite: Junior or Senior status or faculty sponsorship and approval by department chair.

FASH 4602 Internship — 2 credits
Fashion merchandising and apparel design students registered for a 2 credit internship complete a structured out-of-class learning experience that takes place on- or off-campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test career and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office.
Prerequisites: Faculty sponsorship and approval by department chair.

FASH 4603 Internship — 3 credits
Structured out-of-class learning experience that takes place on- or off-campus and includes a substantial work component. Offered in the College for Women. A semester long classroom component is part of this course that focuses on furthering the professional development of students in the retail major program, particularly with respect to career development in retail merchandising. Independent study offers students the opportunity for specialized learning experience that takes place on- or off-campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test careers and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office. In addition, fashion merchandising students must register for a 1-credit semester long classroom component as part of this course that focuses on furthering the professional development of students in the retail major program, particularly with respect to career development in retail merchandising. Independent study offers students the opportunity for specialized learning experience that takes place on- or off-campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test careers and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office.

FASH 4604 Internship — 4 credits
Fashion merchandising and apparel design students registered for a 4 credit internship complete a structured out-of-class learning experience that takes place on- or off-campus and includes a substantial work component. Offered in the College for Women. A semester long classroom component is part of this course that focuses on furthering the professional development of students in the retail major program, particularly with respect to career development in retail merchandising. Independent study offers students the opportunity for specialized learning experience that takes place on- or off-campus and includes a substantial work component. Offered in the College for Women.

FASH 4684 Directed Study — 4 credits
Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.
Prerequisites: Faculty sponsorship and approval by department chair.

FASH 4952 Independent Study 2 — 2 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.

FASH 4954 Independent Study 2 — 4 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.
FASH 4992 Topics — 2 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.

FASH 4994 Topics — 4 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses. Offered in the College for Women.

INTD 2010W Introduction to Interior Design Research and Design Process — 4 credits
This course will introduce students to the notion of evidence-based design process. Students will investigate significant issues in the design of environments and search, read and critically review the design research literature. Students will develop programmatic criteria based on a careful literature review and forge design solutions that attempt to address the original problem investigated. This course will also serve as a writing intensive course for the Interior design program. Students will be expected to conduct a review of interior design research literature and develop a paper critically examining this literature utilizing appropriate citations and bibliography. Offered in the College for Women.
Prerequisite: INDI 1120.

INTD 2050 Sustainability and Material Science in Interior Design — 4 credits
Material technologies used to manufacture and employ the substances and systems in the development of the built environment have an enormous impact on daily life in the twenty-first century. This course will examine our fabricated world from practical and an ecological perspective. Students will examine the use, application and specification of a wide range of materials and systems integrated into interior environments. Students will be encouraged to critically examine the processes, technologies and assumptions implicit in the production of modern material culture. Offered in the College for Women.
Prerequisites: None.

INTD 2150 Graphic Communication in Interior Design I — 4 credits
Drawing in interior design is more than a tool to communicate a design solution to users and clients; it is a means of exploration and notation through which designers examine design problems. This course will expose students to various drawing conventions in interior design and lead students through an exploration of the use of various types of drawings in both exploring design issues and the development of graphic ‘argumentation’ for why one design option is preferable over another. Students will be exposed to and apply various elements of graphic communications through various media. The course will address mechanical drafting as well as controlled free hand drafting, perspective drawing and working various media to develop presentation quality color renderings of drawings. Students will also be introduced to industry standard software including SketchUp, AutoCAD, Revit, Photoshop and similar electronic drawing technologies. Offered in the College for Women.

INTD 2650 Lighting and Color — 2 credits
Color is one of the most important arbiters of affective information, yet color is almost entirely controlled by the technical concern of modern artificial lighting; this course examines the all important relationship between these two elements in the built environment, and explores both their socio-cultural aspects and technological foundations. Students will explore the use of color in relation to various lighting technologies through a range of design problems.
Prerequisite with concurrency: ART 2150.

INTD 2660 History and Theory of Material Culture — 2 credits
While aesthetics is an important element in material culture, the study of the design of furnishings, textiles and decorative objects considers much broader concerns and issues examining these artifacts for their social, cultural, political and economic impact on human societies. This course will consider ‘designed’ artifacts as text and the manner in which material culture reflects the shifting perspectives of human beings throughout history as well as the varied expressions which these artifacts convey from one society to the next. Offered in the College for Women.
Prerequisite: ARTH 1100.

INTD 2700 Interior Design Studio I: Residential and Design for Special Populations — 4 credits
This course will introduce interior design students to theories and principles involved in the design of various forms of residential environments. The course will examine both the functional requirements of housing including ergonomics, and universal design, as well as theories related to the individual and cultural meaning of “home.” Students will be engaged in a number of possible residential projects addressing the diverse needs of residential users including, aging in place, housing for special populations, and housing for at risk and transient populations.
Prerequisites: INTD 2100W, INTD 2150, FASH 2050.

INTD 2705 Interior Design Internship — 2 credits
As a complex field of knowledge and practice interior design integrates a wide range of competencies into a flexible framework for creatively resolving problems related to the built environment. The key to successful interior design practice lies in this ability to draw upon and coordinate many skills and threads of information; understanding how this coordination is accomplished is best learned in situ within an interior design firm. The interior design internship offers student an opportunity to gain hands-on experience in the demands of interior design practice, and the management and coordination of the varied components involved in the execution of interior design project work.
Prerequisite: INTD 2700.

INTD 2800 Graphic Communication in Interior Design II — 4 credits
Interior Design leverages a range of technologies which have extended their abilities to both explore design solutions as virtual environments, convey the qualities of those design solutions to users and clients, and document those solutions in the form of construction drawings allowing those solutions to be accurately realized in built form. Students will continue their exploration and application of AutoCAD, Revit, SketchUp and the Adobe Suite as tools for an accurate, efficient and well-rounded design process. Methodologies and outcomes will align with industry standards. Further, this course will pursue opportunities to work with innovative technologies. This course will continue to address the use of various types of drawings to explore design issues and to develop a graphic ‘argumentation’ for why one design option is preferable over another. Taken together, all of these graphic argumentation techniques will empower students to communicate design ideas clearly to themselves, their collaborators and their clients. This course builds upon content and skills developed in Graphic Communication in Interior Design I and examines the impact/efficacy of various techniques and software on the creative process. Offered in the College for Women.
Prerequisite: INTD 2700.
INTD 3750 Advanced Lighting Design — 2 credits
This course provides student instruction in the art and science of lighting design for interior environments. The course will examine the layered approach to the design of lighting environments, the latest developments in lighting technology, lighting controls, the integration of daylight into interior environments and the selection of fixtures and sources for various types of interior design projects. The course will also emphasize the role of the interior designer in determining and calculating appropriate lighting levels, as well as the specification of lighting for construction and installation.
Prerequisites: ART 2150, INTD 2650.

INTD 3800 Interior Design Studio II: Corporate, Commercial and Retail Design — 4 credits
The impact of interior designers is substantial in the public realm. Interior designers employ different tools and methods when addressing design problems for spaces where people work and play. User groups may be complex and varied and include the need to accommodate special populations. This course will provide students with various design projects and scenarios in which they will have the opportunity to examine and develop design solutions for public spaces. This studio examines the interior environment from ergonomic, economic and cultural perspectives, considering the ways in which the built environment affects the human body as well as the manner in which it shapes and directs human relationships and ideas. We will examine the role of “second place” (work/office) and “third place” (retail/restaurant) programs in our built environment and the patterns of our lives. Concerns of public health, safety and welfare will also guide research and decision making. The role of interiors in a larger urban context will also be examined, as students work with historic preservation issues, adaptive re-use of existing buildings and tenant spaces in new construction. Offered in the College for Women.
Prerequisites: INTD 2150, INTD 2700.

INTD 3850 Interior Design Construction and Fabrication — 4 credits
Is design real if it does not result in a tangible solution? The intent of design process is to solve real world problems related to the built environment and create more aesthetically meaningful and practically utile objects and spaces. This studio offers students an opportunity to translate their ideas into reality through the design and construction of spatial mockups and full scale furnishings. This course will also explore both sustainable materials and systems in building construction.
Prerequisite: INTD 2700 or FACS 3700.

INTD 4000 Interior Design Studio III - Design for Well-Being and Health — 4 credits
This studio course will focus on design for well-being and health, the collaborative processes of design, the use of research in design, and group project work. Students will engage in a range of possible project types all associated with enhancing the physical, psychological and spiritual health of occupants. Projects may include clinics and hospitals, environments for aging or educational environments. This studio will also include some service learning components. Offered in the College for Women.
Prerequisite: INTD 3800.

INTD 4602 Internship — 2 credits
An internship is a structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience meet with the internship coordinator in the Career Development Office and then with a faculty advisor.
Prerequisites: Instructor and department chair permission.

INTD 4604 Internship — 4 credits
An internship is a structured out-of-class learning experience that takes place on or off campus and includes a substantial work component. An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience meet with the internship coordinator in the Career Development Office and then with a faculty advisor.
Prerequisites: Instrucor and department chair permission.

INTD 4682 Directed Study — 2 credits
Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.
Prerequisites: Faculty, department chair and dean approval.

INTD 4684 Directed Study — 4 credits
Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.
Prerequisites: Faculty, department chair and dean approval.

INTD 4700 Research Based Praxis — 4 credits
The pace of modern life and the economic realities of the twenty-first century imply that design can no longer afford to guess at the outcomes for users and the results a particular design solution will foster. Design practice must be an evidence-based initiative leading to substantive value and tangible benefits for clients and users. This course guides students toward approaches to the integration of theory and research into daily design praxis. Students will explore a series of design scenarios aimed at the development of an evidenced-based process that ensures appropriate outcomes for clients and users. Offered in the College for Women.
Prerequisite: Statistics (one of the following: PSYC 1090, STAT 1090, ECON 1080 or ECON 1090).

INTD 4860 Interior Design Senior Studio — 4 credits
The complex nature of Interior Design requires the integration myriad skills, abilities and knowledge. The curriculum of the Interior Design program affords students knowledge of theory, history, technology, and design process. This final course asks students to draw upon what they have learned over the previous terms and apply this knowledge to a project of their own choosing. Each student will develop a unique project with the help of a professional mentor. Students will utilize the design hypotheses, design metrics and detailed design program document completed in the Evidence-Based Praxis course. Students will engage in all phases of a typical design project, Schematic Design, Design Development, and Contract/Construction Documents, developing a complete design solution based on these pre-defined criteria.
Prerequisite: INTD 4700.

MRCH 3200 Technical Garment Analysis — 4 credits
This course is an in-depth study about the apparel mass production process. Topics cover evaluation of apparel quality, development of and written garment specifications, garment costing, the sourcing of fabrications and findings, product development and sustainability and corporate social responsibility. Skills in computer-aided specifications development are emphasized. Offered in the College for Women.
Prerequisites: FASH 2050, FASH 2100.
MRCH 3300 Non-Store Retailing — 4 credits
Course builds on previous business courses to cover the fundamentals of non-store merchandising techniques. The class focuses on distribution channels outside the retail “norm”, exploring catalogs, Internet and other alternative retail techniques such as social media, kiosks, trunk shows, television and multi-level. Guest speakers introduce students to career opportunities in fields such as home-based sales, television and internet. Students integrate these techniques into business plans. Individual class presentation format is used. Offered in the College for Women.
Prerequisites: MKTG 2300 or MKTG 2302, MGMT 2400.

MRCH 3400 Visual Merchandising and Trend Analysis — 4 credits
This course involves the study of elements and principles of design applied to the display of merchandise. Focus is on understanding the role of visual merchandising in relation to consumer purchasing behavior and the process of creating effective displays in a variety of retail settings. Analyses of the process of predicting changes in fashion over time are explored, with particular emphasis on identifying those factors that influence acceptance or rejection of apparel at the consumer level. Offered in the College for Women.
Prerequisites: FASH 2050, FASH 2150W.

MRCH 4602 Internship — 2 credits
Fashion merchandising and apparel design students registered for a 2 credit internship complete a structured out-of-class learning experience that takes place on- or off-campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test career and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office.
Prerequisites: Faculty sponsorship and approval by department chair.

MRCH 4604 Internship — 4 credits
Fashion merchandising and apparel design students registered for a 4 credit internship complete a structured out-of-class learning experience that takes place on- or off-campus and includes a substantial work component. An internship involves students in a particular profession in an exploratory way to test careers and potential. To initiate an internship experience, meet with the internship coordinator in the Career Development Office. A semester long classroom component is part of this course and focuses on furthering the professional development of students in the retail major program, particularly with respect to career development in retail merchandising in preparation for future work experiences and employment through resume and cover letter writing, development of interviewing and presentation skills, job search strategies, professional writing, discussion of current key topics within the industry and a variety of other professional experiences.
Prerequisites: Faculty sponsorship and approval by department chair.

MRCH 4684 Directed Study — 4 credits
Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses.
Prerequisites: Faculty, department chair and dean approval.

MRCH 4850 Retail Math — 4 credits
This course involves the study of retail buying and merchandising from a global perspective with a focus on planning, developing and presenting product lines. Skills in retail math are developed. Exploration of career opportunities is offered through the presentations of guest speakers. Offered in the College for Women.
Prerequisite: Junior or senior status, or permission of instructor.

MRCH 4952 Independent Study — 2 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.

MRCH 4954 Independent Study — 4 credits
Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.
Prerequisites: Permission of the faculty and department chair or program director.

MRCH 4992 Topics — 2 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.

MRCH 4994 Topics — 4 credits
The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.