

FASHION MERCHANDISING - BA, BS

The St. Kate's fashion merchandising major prepares students for a career in the fashion and apparel industry as it relates to fashion merchandising. In addition to taking major-related courses, students will complete a business administration minor and take relevant courses in art and communications. Students will study environmental and social justice issues and sustainability in fashion and apparel, valuable knowledge for any student's future career because Eco-fashion and a focus on human rights in manufacturing are important for consumers as well as the fashion industry. In classes, students discuss fair trade practices, workers' rights, up-cycling and sustainable design, and sourcing ethically. It is all about the triple bottom line—People, Planet, and Profit.

Students will be prepared for careers in wholesale and retail aspects of fashion including merchandise coordinator, manufacturer's representative, product developer, business analyst, buyer, visual merchandiser, stylist, personal shopper and retail manager. A required internship and real-world course projects provide hands-on rich experiences. Students can take advantage of the opportunity to study for a semester or year at the Fashion Institute of Technology, London College of Fashion, Acadia Fashion Institute in Florence or other approved study-abroad programs.

Students may want to participate in 10- to 21-day off-campus study courses in New York City, London/Paris/Florence, India or other locations. On these trips, they will experience first-hand discussions with fashion designers, trend and color forecasters, costume designers for Broadway or the London Theater, fashion magazine editors, buyers, textile wholesalers and manufacturers. Students also will attend fashion exhibitions and view collections at major museums.

See also: Apparel Design (<http://catalog.stkate.edu/undergraduate/business-professional-studies/apparel-merchandising-design/apparel-design-ba-bs>)

This major is offered in the College for Women only.

Curriculum

Code	Title	Credits
Prerequisite Course		
FASH 1000	Introduction to Fashion Careers	2
Total Credits		2

Code	Title	Credits
FASH 2050	Textiles with Lab	4
FASH 2100	Apparel Construction and Analysis	4
FASH 2150W	Sociocultural Aspects of Dress	4
FASH 3000	History of Dress	4
FASH 3150	Aesthetics and Trends	4
FASH 4571	Internship Practicum	1
FASH 4603	Internship	3
MRCH 3200	Technical Garment Analysis	4
MRCH 3300	Omnichannel Retail	4
MRCH 3450	Visual Merchandising	4
MRCH 3850	Retail Math	4

MRCH 4200	Buying and Sourcing	4
Select one of the following:		4
THR 2150	Directing: Event Production	
MRCH 4400	Product Development	
Total Credits		48

Code	Title	Credits
Required Supporting Courses (minimum grade of C- required)		
ART 2250	Art and Technology	4
COMM 1030	Speaking to Lead and Influence	4
Select one of the following:		4
ECON 1090	Statistical Analysis for Decision Making (recommended)	
HLTH 1090	Biostatistics	
PSYC 1090	Statistical Methods in Psychology	
STAT 1089	Statistical Analysis with Corequisite	
STAT 1090	Statistical Analysis	
Total Credits		12

Required Business Minor ¹

Code	Title	Credits
ACCT 2112	Financial Accounting I	2
ACCT 2130	Managerial Accounting	4
BUSI 2012	Business Analytics	2
MGMT 2400	Principles of Management	4
MKTG 2302	Introduction to Marketing	2
or SALE 2332	Introduction to Selling	
Select eight credits from: ²		8
ACCT 2312	Financial Accounting II	
ACCT 3202	Business Finance	
ACCT 3212	Advanced Finance	
BUSI 2652	Legal Environment of Business	
BUSI 3652	Business Law - Contracts	
MGMT 3400	Leadership, Effective Teams and Change Management ³	
or MBA 6100	Foundations for Personal and Team Leadership	
MGMT 3460	Managing a Diverse Workforce	
MKTG 2350W	Integrated Marketing Communications	
MKTG 3300	Interactive Marketing: Social Networks, Multi-Media and SEO (Search Engine Optimization)	
MKTG 3350	Buyer Behavior and Market Research	
MKTG 4300	Strategic Marketing ³	
or MBA 6400	Marketing Management	
SALE 2332	Introduction to Selling	
SALE 3330	Professional Sales: Customer Centered Selling	
Total Credits		22

¹ May be replaced with another minor with departmental approval.

² Students are advised to check the prerequisites for these courses prior to making their selections

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³ MBA courses are only available to students admitted to the MBA articulation program. See the MBA section of the Graduate Catalog for details.

Fashion merchandising majors satisfy the Writing Requirement for Majors by completing FASH 2150W Sociocultural Aspects of Dress. They complete the Liberal Arts and Sciences Core Writing Requirement with three other writing intensive courses (CORE 1000W The Reflective Woman or CORE 2000W The Reflective Woman, CORE 3990W Global Search for Justice, and one other writing intensive course in this or another department).