

# FASHION MERCHANDISING (MRCH)

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## **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 Omnichannel Retail – 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.

## **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 3450 Visual Merchandising – 4 credits**

This course involves the study of elements and principles of design applied to the display of merchandise in retail, online and other omnichannel retail/service environments. The course will delve in retail floor spaces and planograms. The focus is on understanding the role of visual merchandising in relation to consumer purchasing behavior and the importance of eye appeal when creating the window, interior retail, and virtual displays. Students will learn the process of creating effective displays using the latest principles and techniques in a variety of retail and display settings. Students will create merchandising plans and displays using sustainable strategies.

**Prerequisites:** FASH 1000, FASH 2150, FASH 3150, ART 2250 or instructor's permission.

## **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.

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