

FASHION MERCHANDISING (MRCH)

MRCH 3100 Global Sourcing — 4 credits

Global Sourcing is a course focused on supply chain management in today's agile industry. It will cover global factors, CSR and sustainability, sourcing, buying, assortment, category management, planning, data, logistics and financing and profit. Course will utilize case studies and simulations.

Prerequisite: Junior or Senior standing.

MRCH 3200 Technical Garment Analysis — 4 credits

This course is an-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

This course provides an overview of omnichannel retailing strategies. Students will explore the multi-channel customer journey, including mobile device, laptop, brick and mortar, catalog, social, and game-changing technologies that contribute to a seamless customer shopping experience. Students will apply omnichannel retailing strategies to a sustainable business plan. As shopping preferences become increasingly omnichannel, e-commerce retailers have the responsibility, influence, and opportunity to make everyday products safer and more sustainable. Offered in the College for Women.

Prerequisites: MKTG 2302 or BUSI 1012, and Junior or Senior standing.

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 2150W, FASH 3150, ART 2250 or instructor's permission. Offered every other year. Sophomore standing required.

MRCH 3994 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.

MRCH 4400 Sustainable Product Development — 4 credits

Sustainable Product Development is an application of design and merchandising perspectives to product development cycle from concept to production handoff for diverse target markets keeping sustainability at the forefront of design thinking. The course is designed to simulate real-life scenarios with a cross-functional team environment and industry partnership and guidance.

Prerequisite: Building a Sustainable Word or Junior or Senior standing in a fashion major.

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 Buying — 4 credits

This course involves the study of retail buying and merchandising with a focus on merchandise planning and retail analytics. Merchandising math operations are performed using computerized spreadsheets. Offered in the College for Women.

Prerequisite: Business Analytics, Junior or Senior standing.

MRCH 4953 Independent Study — 3 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 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.