

MERCHANDISING AND RETAIL ANALYTICS - BS

The Bachelor of Science in Merchandising & Retail Analytics prepares students for strategic, dynamic careers and leadership roles within the global fashion, soft goods, and lifestyle industries. The program combines consumer insight, trend intuition, and data-driven decision-making to teach students how products move seamlessly from initial concept to the customer.

The curriculum focuses on merchandising strategies across the entire multichannel retail spectrum, including physical storefronts, e-commerce (online shopping), and direct-to-consumer platforms. Students learn to navigate the business of fashion by analyzing what to buy, how much to produce, where products are sold, and when they launch, all while looking through a lens of environmental stewardship and social justice.

An Analytical and Tech-Forward Approach

To meet the demands of an evolving, tech-driven industry, the program emphasizes the mastery of data analytics and industry-standard tools. Students integrate tools such as Excel, AI, WGSN, and other market forecasting platforms into their coursework to predict trends and plan assortments.

The St. Kate's Difference

- **Interdisciplinary Customization:** The major is structured to ensure breadth and depth. In consultation with the department, students complete a minor that aligns with their unique career trajectories, choosing from fields such as Business Analytics, Marketing, Social Media, Leadership, Communications, or Sustainability Studies. The flexibility of the curriculum also makes a dual degree with Fashion Design highly accessible.
- **Ethics and Sustainability:** Students study environmental impacts and human rights issues across the global supply chain, learning to apply sustainable sourcing and ethical inventory planning practices to minimize the retail lifecycle footprint.
- **Global and National Study Frameworks:** Through established partnerships, students can study off-campus for a semester or a full academic year. Destinations include the Fashion Institute of Technology (FIT) in New York, the London College of Fashion, and the Accademia Italiana in Florence, as well as the department's faculty-led study tours in Europe and Asia.

Career Readiness and Professional Pathways

Through small classes, collaborative group work, and a required professional internship, graduates enter the market career-ready. The program provides a robust foundation for a variety of corporate and entrepreneurial pathways, preparing students for roles such as retail buyers, business analysts, digital merchandise planners, e-commerce managers, product developers, global sourcing specialists, and visual strategists.

See also: Creative & Technical (<https://catalog.stkate.edu/undergraduate/business-professional-studies/fashion/fashion-design-ba-bs/>) **Fashion Design** (<https://catalog.stkate.edu/undergraduate/business-professional-studies/fashion/fashion-design-ba-bs/>) - BS (<https://catalog.stkate.edu/undergraduate/business-professional-studies/fashion/fashion-design-ba-bs/>)

This major is offered in the College for Women only.

Curriculum

Code	Title	Credits
Prerequisite Course		
FASH 1000	Introduction to the Fashion Industry	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	Consumer Behavior & Trend Forecasting	4
FASH 4571	Career Preparation for the Fashion Industry	1
FASH 4603	Fashion Internship and Leadership	3
MRCH 3100	Global Sourcing and Supply Chain Management	4
MRCH 3200	Apparel Specifications for Product Development and Manufacturing	4
MRCH 3300	Omnichannel Retail	4
MRCH 3450	Visual Merchandising	4
MRCH 4850	Retail Planning & Allocation	4
DSCI 1000	Telling Stories with Data - Introduction to Data Visualization	4
or MRCH 4400	Sustainable Product Development	
Total Credits		48

Code	Title	Credits
Required Supporting Courses (minimum grade of C- required)		
APPD 2500	Fashion Illustration & Technical Design	4
or ART 2250	Art and Technology	
COMM 1030	Speaking to Lead and Influence	4
Total Credits		8

Required Minor

Students must complete one of the following minors. (The requirements for each minor are listed under the department offering the minor.)

- Business Administration (<https://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-administration-minor/>)
- Business Analytics (<https://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-analytics-minor/>)
- Integrated Marketing Communications and Design (<https://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/integrated-marketing-communications-design-minor/>)
- Marketing (<https://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/marketing-minor/>)
- Sustainability Studies (<https://catalog.stkate.edu/undergraduate/business-professional-studies/fashion/sustainability-minor/>)

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, CORE 3990W Global Search for Justice, and one other writing-intensive course in this or another department).

Code	Title	Credits
Fall Term		
APPD 2500 or ART 2250	Fashion Illustration & Technical Design Art and Technology	4
FASH 1000	Introduction to the Fashion Industry	2
Spring Term		
COMM 1030	Speaking to Lead and Influence	4
FASH 2150W	Sociocultural Aspects of Dress	4
Select one from:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Fall Term		
ACCT 2110	Financial Accounting	4
BUSI 2012	Business Analytics	2
FASH 2050	Textiles with Lab	4
FASH 3000	History of Dress	4
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Spring Term		
FASH 2100	Apparel Construction and Analysis	4
FASH 3150	Consumer Behavior & Trend Forecasting	4
MKTG 2302 or SALE 2332	Introduction to Marketing Introduction to Selling	2
MRCH 4850	Retail Planning & Allocation ¹	4
Fall Term		
ACCT 2130	Managerial Accounting	4
FASH 4571	Career Preparation for the Fashion Industry	1
MRCH 3200	Apparel Specifications for Product Development and Manufacturing	4
Take the first of two electives required for the minor		4
Spring Term		
MRCH 3450	Visual Merchandising ¹	4
Take the second of two electives required for the minor		4
Fall Term		
MRCH 3100	Global Sourcing and Supply Chain Management ¹	4
MRCH 3300	Omnichannel Retail ¹	4
Spring Term		
FASH 4603	Fashion Internship and Leadership	3
MRCH 4400 or DSCI 1000	Sustainable Product Development ¹ Telling Stories with Data - Introduction to Data Visualization	4
Total Credits		86

¹ Offered every other year