

# FASHION MERCHANDISING MAJOR (M)

Fashion merchandising focuses on global retail, product and trend analysis, fashion show coordination and visual presentation. Professionals in this field focus on promoting apparel sales and meeting the needs of both customers and designers. Graduates will possess and demonstrate skills and knowledge in pricing, buying, marketing, sales, and creative display. This program is a 1-2-1 partnership with Mount Mary University, which means some of the classes will be held on their campus. Students who complete this degree find careers in retail management, fashion buying, visual merchandising, assortment planning and wardrobe consultation.

## Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor's of Science in Fashion Merchandising, students will be able to:

1. Demonstrate skills in buying, pricing, marketing and methods of display.
2. Promote apparel sales to appropriate customer segments locally and internationally.
3. Organize, plan and execute events including fashion shows and promotional engagements.
4. Use analytical thinking to make data-driven decisions in budgeting, sales forecasting and financial management.
5. Recognize and create effective digital design using industry standard tools.
6. Engage in strategic planning in retail, product management and customer engagement
7. Develop, execute and measure the quality of campaigns in advertising.

## Curriculum

Code	Title	Hours
Core Requirements ( <a href="https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/">https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/</a> ) <sup>1</sup>		45
<b>Major Requirements</b>		<b>82-86</b>
<b>Electives</b>		
Minor: Optional		
<b>Total Hours</b>		<b>127-131</b>

<sup>1</sup> For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Code	Title	Hours
<b>Business Core</b>		
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking (or COMM 201)	
COMM 201	Interpersonal Communication (or COMM 105)	
<i>Required Business Core Courses</i>		
ACCT 203	Financial Accounting	3
ACCT 223	Managerial Accounting	3

BUS 161	Business Essentials	3
BUS 210	Business Law I	3
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
ECON 231	Microeconomics	3
FIN 300	Principles of Finance	3
MGMT 130	Principles of Management	3
MGMT 336	Human Resource Management	3
MGMT 450	International Business	3
MKTG 131	Principles of Marketing	3

### Required Courses

FSH (MMU) 107	Fashion Concepts and Careers	2
FSH (MMU) 109	Intro to Adob	2
FSH (MMU) 235/235B	Textiles	4
FSH (MMU) 265	Global Retailing Principles	3
FSH (MMU) 319	Visual Presentation	3
FSH (MMU) 321	History of Costume	3
FSH (MMU) 322	Product Analysis	3
FSH (MMU) 331	Trend Analysis	3
FSH (MMU) 346	Professional Seminar	2
FSH (MMU) 367	Merchandising with Plan-O-Grams	3
FSH (MMU) 375	Fashion Show Coordination	3
FSH (MMU) 380	Special Topics: Merchandise Management	1-3
FSH (MMU) 398	Internships: Fashion Careers	2-4
FSH (MMU) 418	Buying and Assortment Planning	4
FSH (MMU) 436	Apparel Industry Seminar	3

**Total Hours** **80-84**