

# FASHION MERCHANDISING - BS

The St. Kate's fashion merchandising major prepares students for a dynamic career and leadership role within the fashion and apparel industry. Students study merchandising strategies at the U.S. and global retail spectrum at a multichannel level, including store, digital, and catalog. In addition to taking major-related courses, students will complete a minor. Students choose a minor in consultation with the department. Minors include Business Administration, Business Analytics, Communications, Leadership, Marketing, Social Media and Marketing, and Sustainability Studies. Students will study environmental and social justice issues and sustainability in fashion and apparel throughout the program.

Students are prepared for careers in fashion retail and wholesale careers 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, New York, London College of Fashion, Acadia Fashion Institute in Florence, or other approved off-campus study programs.

**See also: Fashion Design (<http://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
<b>Prerequisite Course</b>		
FASH 1000	Introduction to Fashion Careers	2
<b>Total Credits</b>		<b>2</b>
<b>Code</b>	<b>Title</b>	<b>Credits</b>
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	Trend Forecasting and Analysis	4
FASH 4571	Internship Practicum	1
FASH 4603	Fashion Internship and Leadership	3
MRCH 3100	Global Sourcing	4
MRCH 3200	Technical Garment Analysis	4
MRCH 3300	Omnichannel Retail	4
MRCH 3450	Visual Merchandising	4
MRCH 4850	Retail Buying	4
DSCI 1000	Telling Stories with Data - Introduction to Data Visualization	4
or MRCH 4400	Sustainable Product Development	
<b>Total Credits</b>		<b>48</b>

Code	Title	Credits
<b>Required Supporting Courses (minimum grade of C- required)</b>		
APPD 2500	Fashion Illustration and Portfolio Development	4
or ART 2250	Art and Technology	
COMM 1030	Speaking to Lead and Influence	4
<b>Total Credits</b>		<b>8</b>

## 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 (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-administration-minor/>)
- Business Analytics (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-analytics-minor/>)
- Integrated Marketing Communications and Design (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/integrated-marketing-communications-design-minor/>)
- Marketing (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/marketing-minor/>)
- Sustainability Studies (<http://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
<b>Fall Term</b>		
APPD 2500	Fashion Illustration and Portfolio Development	4
or ART 2250	Art and Technology	
FASH 1000	Introduction to Fashion Careers	2
<b>Spring Term</b>		
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	
<b>Fall Term</b>		
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
<b>Spring Term</b>		
FASH 2100	Apparel Construction and Analysis	4

FASH 3150	Trend Forecasting and Analysis	4
MKTG 2302	Introduction to Marketing	2
or SALE 2332	Introduction to Selling	
MRCH 4850	Retail Buying <sup>1</sup>	4
<b>Fall Term</b>		
ACCT 2130	Managerial Accounting	4
FASH 4571	Internship Practicum	1
MRCH 3200	Technical Garment Analysis	4
Take the first of two electives required for the minor		4
<b>Spring Term</b>		
MRCH 3450	Visual Merchandising <sup>1</sup>	4
Take the second of two electives required for the minor		4
<b>Fall Term</b>		
MRCH 3100	Global Sourcing <sup>1</sup>	4
MRCH 3300	Omnichannel Retail <sup>1</sup>	4
<b>Spring Term</b>		
FASH 4603	Fashion Internship and Leadership	3
MRCH 4400	Sustainable Product Development <sup>1</sup>	4
or DSCI 1000	Telling Stories with Data - Introduction to Data Visualization	
<b>Total Credits</b>		<b>86</b>

<sup>1</sup> Offered every other year