

APPAREL MERCHANDISING

Dr. Lorynn Divita, Division Leader

Students in the apparel merchandising program have opportunities to develop knowledge of retail functions, merchandising principles, forecasting trends, and textile selection and evaluation. Graduates are prepared for professional careers in merchandise buying, retail management, visual merchandising, planning and allocation, digital retailing, and product development.

| Code | Title | Hours |
|--|--|-------|
| Requirements | | |
| Minimum Requirement | | (124) |
| Residence Requirement | | (60) |
| Grade point average – minimum of 2.00 (“C”) overall. | | |
| Basic Requirements | | |
| Chapel – two semesters | | 0 |
| ENG 2310 | American Literary Cultures | 3 |
| HIS 1300 | The United States in Global Perspective | 3 |
| PSC 1387 | The U.S. Constitution, Its Interpretation, and the American Political Experience | 3 |
| REL 1310 | The Christian Scriptures | 3 |
| REL 1350 | The Christian Heritage | 3 |
| <i>Communication and Media Literacy</i> | | |
| Select one course from the Communication and Media Literacy Distribution List. | | 3 |
| <i>Contemporary Social Issues</i> | | |
| ECO 1305 | Issues in Economics for Non-Business Majors | 3 |
| <i>Fine Arts and Performing Arts</i> | | |
| ADM 1241 | Apparel Aesthetics | 2 |
| <i>Foreign Languages & Cultures</i> | | |
| Select 3 hours from the Foreign Languages and Cultures Distribution List. | | 3 |
| <i>Formal Reasoning</i> | | |
| Select one course from the Formal Reasoning Distribution List. | | 3 |
| <i>Research, Writing & Literature</i> | | |
| ENG 1310 & PWR 3300 | Writing and Academic Inquiry Seminars and Technical Writing | 6 |
| <i>Scientific Method I</i> | | |
| Select one of the following: | | 4 |
| CHE 1405 | Chemistry and Society | |
| CHE 1301 & CHE 1101 | Basic Principles of Modern Chemistry I and General Chemistry Laboratory I | |
| CHE 1300 & CHE 1100 | Introductory Chemistry and Introductory Chemistry Laboratory | |
| <i>Scientific Method II</i> | | |
| NUTR 3314 | Consumer Nutrition | 3 |
| <i>Lifetime Fitness</i> | | |
| Select three hours | | 3 |
| Major Requirements | | |
| <i>Apparel Courses</i> | | |
| ADM 1300 | Fashion Theory and Consumption Behavior | 3 |
| ADM 1391 | Introduction to the Apparel Industry | 3 |

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| ADM 1311 or ADM 2371 | Apparel Design Construction Apparel Quality Analysis | 3 |
| ADM 2310 | Textile Science | 3 |
| ADM 2311 | Fashion Illustration | 3 |
| ADM 3340 | Digital Retailing Strategies | 3 |
| ADM 3361 | Apparel Merchandising Technology | 3 |
| ADM 3364 or ADM 3365 | History of Dress Global Dress and Culture | 3 |
| ADM 3391 | Retail Buying I | 3 |
| ADM 3393 | Visual Merchandising and Promotion | 3 |
| ADM 4190 | Pre-Internship Seminar for Apparel Merchandising and Apparel Design Majors | 1 |
| ADM 4312 | Textile Testing and Analysis | 3 |
| ADM 4391 | Retail Buying II | 3 |
| ADM 4392 | Apparel Merchandising Internship | 3 |
| ADM 4393 | Case Studies in Apparel and Retailing | 3 |
| ADM 3396 or ADM 4396 | International Fashion Forecasting Fashion Trend Analysis and Forecasting | 3 |
| Select three semester hours from the following: | | 3 |
| ADM 3V90 | Pre-Professional Internship | |
| ADM 4132 & ADM 4232 | Apparel Industry Field Study and Apparel Field Study | |
| Any upper division ADM course not being used to fulfill a requirement | | |
| <i>Required Courses in Other Fields</i> | | |
| PRD 2101 | Professional Development | 1 |
| ACC 2301 | Survey of Accounting | 3 |
| BUS 1305 | Software Applications for Personal Productivity | 3 |
| MKT 3301 | Marketing Concepts | 3 |
| Select one of the following: | | 12 |
| Twelve additional semester hours of “3000” or “4000” level business courses with a grade of “C” or better; (a minor in Entrepreneurship or Business Administration may be completed within these hours) | | |
| Twelve additional semester hours of upper division hours toward a minor in another program area (see advisor for approved minors). Grades in courses dependent on the minor requirements. Minor must be completed. | | |
| <i>HSD Core</i> ¹ | | |
| HSD 1104 & CFS 1315 or CFS 4356 | New Student Seminar in Human Sciences and Design and Development of Individual and Family Relationships ¹ The Family: A Global Perspective | 4 |
| <i>Electives</i> | | |
| Semester hours to reach 124 minimum hours, if needed | | 4 |
| An approved, 240-hour, on-site internship is required following the completion of all prerequisite apparel design courses. ² | | |
| A grade of “C” or better in Human Sciences and Design Courses (ADM, CFS, HSD, ID, or NUTR). | | |
| Total Hours | | 124 |

¹ NUTR 3314 Consumer Nutrition is included in basic studies requirements above.

² The required, for-credit course, ADM 4392 Apparel Merchandising Internship (listed above), provides credit for the internship experience.