

MINOR IN FASHION MERCHANDISING (AS OF SPRING 2024)

The Minor in Fashion Merchandising would be highly beneficial for students with an interest in fashion industry related careers and who chose majors in General Business Administration, Entrepreneurship, International Business, Marketing, Management, Finance, Supply Chain Management, Art, Graphic Design, Theater, Mass Communication, or Communication Studies. The fashion industry is multidisciplinary, and the courses taken in the Fashion Merchandising minor can prepare students for various careers in the industry along with their major area of study including fashion brand management, retail buying, planning and allocation, retail management, visual merchandising, fashion marketing, social media strategy and marketing, wholesale and showroom management, apparel supply chain and logistics, trend forecasting, fashion brand promotions, and costume design.

| Code | Title | Hours |
|--|---|-----------|
| Minor in Fashion Merchandising | | |
| Required Courses | | |
| FAMD 1332 | Introduction to Fashion Merchandising | 3 |
| FAMD 2333 | Fashion Merchandising Technology | 3 |
| Prescribed Electives | | |
| Select four courses from the following: ¹ | | 12 |
| FAMD 1369 | Introduction to Textiles | |
| FAMD 2366 | Fashion in Society | |
| FAMD 2375 | Fashion Promotion | |
| FAMD 3325 | Digital Fashion Retailing | |
| FAMD 3348 | Buying I Merchandise Control ² | |
| FAMD 3368 | Fashion Forecasting | |
| FAMD 3371 | Fashion Merchandising Management | |
| FAMD 3375 | Fashion Brand Management | |
| FAMD 4329 | Global Issues in Fashion | |
| FAMD 4348 | Buying II: Planning & Allocation | |
| FAMD 4359 | Fashion Innovation and Creativity | |
| Total Hours | | 18 |

¹ Nine hours of the Prescribed Electives must be at the 3000-4000 level.

² The ACCT 2301 prerequisite will be removed from FAMD 3348 effective Fall 2024.