

MINOR IN FASHION MERCHANDISING

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	
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.