



FASHION MERCHANDISING

Bachelor of Arts in Fashion Management

School of Media and Design

Program Overview

The Juren Sullivan Program for Fashion Management offers students three different degree options for students to choose according to career interests. The fashion degrees are: Bachelor of Fine Arts (BFA) in Fashion Design; and a Bachelor of Arts (BA) in Fashion Management with two tracks: Fashion Merchandising and Fashion Product Development.

Students who major in Fashion Merchandising will also earn a minor in Business Administration. Students learn how to promote and sell fashion through visual merchandising, branding, and pricing strategies. Merchandising majors also learn how to promote the sale of fashion through general advertising, the fashion press, and social media. Merchandising coursework program focuses on brand and sales management within the wholesale and retail sectors of the fashion industry. The senior year is an exciting year because merchandising students work side by side with product development majors to create original fashion brands and sales environments.

Career Opportunities

Most job qualifications for entry-level positions in fashion merchandising require applicants to have earned a bachelor's degree in fashion merchandising with a minor in business. Career opportunities can be found with companies who sell men's, women's, and children's apparel and accessories. Most graduates begin with retailers in store management. Buying offices prefer candidates who have a retailing background. Buying offices are located at the corporate headquarters of a retailer. Assistant buying positions are highly competitive; candidates are interviewed for their ability to work with others and are tested for sales analysis skills. Other types of entry-level positions are in visual merchandising, showroom management, merchandising representatives, and account managers. Entry-level sales support positions for fashion corporations can be found in sales, audit, loss prevention, human resource management, marketing, and special events.

Scholarships

The fashion program offers scholarships exclusive to fashion majors. These scholarships are awarded no earlier than the sophomore year. Students apply in the spring for scholarship dollars to be awarded in the upcoming fall semester.

Contact

For more information or to schedule an appointment, please contact:
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<http://www.uiw.edu/fashion>

Bachelor of Arts in Fashion Management: Fashion Merchandising
SCHOOL OF MEDIA AND DESIGN
2015-2017

Freshman Year: Fall		Hrs.
FMGT 1111 Seminar in FMGT	1	
FMGTS 1305 Intro to Fashion Management	3	
FMGT 1310 Apparel Construction 1	3	
University Core: English 1311 Composition I	3	
University Core: Natural Sciences	4	
University Core: PE Activity Course	1	
Total hours	15	
Sophomore Year: Fall		
FMGT 2350 Fashion Promotional Strategies 1	3	
ACCT 2311 Accounting 1	3	
University Core: History 1311, 1312, 1321, or 1322	3	
University Core: ENGL 2310	3	
University Core: ECON 2301	3	
Total Hours	15	
Junior Year: Fall		
FMGT 3340 Textile Product Analysis	3	
FMGT 3355 Fashion Operations Mgt. 1	3	
BMKT 3331 Principles of Marketing	3	
University Core: ART 1301 or 1311; or ARTH 2361 or 2362	3	
University Core: Language I	3	
Total hours	15	
Senior Year: Fall		
FADS 4330 Product Development 1	3	
FMGT 4335 Portfolio, Fashion Mgt.	3	
BINT 3331 International Business Mgt.	3	
University Core: PHIL 1381 Philosophy	3	
Business Upper Division Elective: Marketing or Management	3	
Total hours	15	

Freshman Year: Spring		Hrs.
FMGT 1301 Computer Applications	3	
FMGT 2341 Textiles	3	
University Core: Math 1304	3	
University Core: English 1312 Composition II	3	
University Core: 1200 Wellness Develop.	2	
Total hours	14	
Sophomore Year: Spring		
Choose 1: Fashion History FMGT 2323; 3323 or 4307	3	
ACCT 2312 Accounting 2	3	
MIS 2321 Intro to Information Systems	3	
INTD 2364 Color Theory	3	
University Core: Religious Studies 1305, 1315, 1325, or 1335	3	
ECON 2302 Micro-Economics	3	
Total Hours	18	
Junior Year: Spring		
FADS 3335 Technical Line Development	3	
FMGT 3383 Fashion Operations Mgt. 2	3	
FMGT 4331 Fashion Promotional Strategies 2	3	
BLAW 3317 Business Law	3	
BMGT 3340 Management Theory & Practice	3	
University Core: Language II	3	
Total hours	18	
Senior Year: Spring		
FADS 4337 Product Development 2	3	
FMGT 4350 Global Fashion Economics	3	
Business Upper Division Elective: Marketing or Management	3	
University Core: Upper Division PHIL/RELS	3	
Choose 1: FMER 4388 Internship FMGT 4392 Study Tours	3	
Total hours	15	

Core Curriculum--Total Hours 43
Major--Total Hours 52
Business Admin, minor included 30
Degree--Total Hours 125