



Fashion Merchandising, BS

Department: **Human Development, Fashion & Interior Design**
 College: **Health and Human Services**
 Degree: **Bachelor of Science**
 Calendar Year: **2019-20**
 Website: <https://www.iup.edu/hdes/fashion-merchandising/>

Program Description: The ever-changing and challenging world of fashion is one of the most practical and competitive fields. Successful people in fashion merchandising have a flair for both fashion and business. The program at Indiana University of Pennsylvania acknowledges this by providing courses that emphasize apparel merchandising and promotion, apparel production and distribution, ready-to-wear analysis, quality control in production, textiles and textile testing, historic costume, aesthetics, global issues intextiles and apparel, and visual merchandising.

Freshman Year:		Fall	Grade	Spring	Grade
ENGL 101	Composition I	3cr	_____	HIST (1) HIST 196 or 197 or 198	3cr _____
Nat. Science	(1) LS Class Science With/Without Lab	3-4cr	_____	Nat. Science (1) LS Class Science With Lab	4cr _____
FSMR 180	Intro. to Fashion	3cr	_____	FSMR 112	Fundamentals of Clothing Construc 3cr _____
FSMR Major Controlled Elective or		3cr	_____	PSYC 101	General Psychology 3cr _____
KHSS/FDNT/NURS/FCSE/ECON/FIN			_____	KHSS/FDNT/NURS/FCSE/ECO/FIN	3cr _____
Wellness	LS Wellness Course	3cr	_____	143 Wellness or FSMR Major Controlled Elective	
			Total 15-16cr	Total 15-16cr	
Sophomore Year:		Fall		Spring	
FSMR 215	Textiles	3cr	_____	FSMR 357	Global Issues in Textiles and Appara 3cr _____
ECON 121/122	Principles of Macroeconomics	3cr	_____	ECON 121/122	Principles of Macroeconomics 3cr _____
ENGL 121	Humanities Literature	3cr	_____	ENGL 202	Composition II 3cr _____
MATH	MATH 105 or 217 (1)	3cr	_____	ACCT 201	Accounting Principles 1 3cr _____
COSC/IFMG	COSC/IFMG 101 or IFMG 110 *	3cr	_____	ANTH 110 or 211 or GEOG 104	3cr _____
			Total 15cr	Total 15cr	
Junior Year:		Fall		Spring	
FSMR 280	Introduction to Apparel Buying	3cr	_____	FSMR 380	Applications of Apparel Buying 3cr _____
MKTG 320	Principles of Marketing	3cr	_____	FSMR 385	Ready-To-Wear Analysis 3cr _____
JRNL 120 or	Journalistic Tech. for Prof. Writing /W	3cr	_____	Business Option I, II, or III course	3cr _____
PHIL/RLST Phil. and Religious Studies		3cr	_____	Business Option I, II, or III course	3cr _____
FSMR Major Controlled Elective		3cr	_____	Free Elective or FSMR Major Controlled Elective	3cr _____
			Total 15cr	Total 15cr	
Senior Year:		Fall		Spring	
FSMR 456	Historic Costume	3cr	_____	FSMR 434	Quality Control in Textiles /W/ 3cr _____
FSMR Major Controlled Elective or Free Elective		3cr	_____	FSMR 480	Prof. Dev. in the Fashion Industry 3cr _____
Business option I, II, or III, course		3cr	_____	Business option I, II, or III, course	3cr _____
Business option I, II, or III, course		3cr	_____	Free Electives as needed to complete 120 credits	12+ _____
Free Elective		3cr	_____		
			Total 15cr	Total	
Total Credits for Degree:					120cr

Additional Information:

Ambitious students also choose to participate in the new 4+1 program in order to earn their MBA degree in five years. This is possible through the Eberly College of Business. Consult with your advisor for more information.

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Career Opportunities: Garment manufacturers, wholesalers, and retail stores may be a good place to begin a career. High-end clothing boutiques and fashion designers also need skilled personnel. Your Fashion Merchandising degree opens many doors. Tailor your career any way you wish. Employment is one path, and entrepreneurial zeal is another. Many exemplary careers have been launched by opening an online store, for example. This choice allows you to blend fashion merchandising skills while also controlling the development of a personal brand.

- Entry-Level Management Trainee
- Executive/Merchandising Trainee leading toward positions of buyers/merchandise manager
- Allocation Specialist
- Visual Merchandiser
- Technical Design and Production Assistant
- Manufacturer's sales Representative
- Ready-To-Wear Quality Control Analyst
- Textile Testing Laboratory Technician
- Museum Curator Assistants
- Personal Color Consultant
- Personalized Shopping Specialist
- Owner of a Small Business
- Median Wage; Purchasing Manager, Buyer, Purchasing Agent: \$67,600 (Occupational Outlook Handbook, 2018 data)

Program Features: The ever-changing and challenging world of fashion is one of the most practical and competitive fields. Successful people in fashion merchandising have a flair for both fashion and business. The program at Indiana University of Pennsylvania acknowledges this by providing courses that emphasize apparel merchandising and promotion, apparel production and distribution, ready-to-wear analysis, quality control in production, textiles and textile testing, historic costume, aesthetics, global issues in textiles and apparel, and visual merchandising.

The Fashion Merchandising curriculum consists of university liberal studies requirements, fashion merchandising core courses and electives, and a specific business concentration. Upon completion of all academic requirements, the students earn a Bachelor of Science Degree in Fashion Merchandising.

The Eberly College of Business complements the Fashion Merchandising major by providing the business concentrations of Business Administration, Marketing, and Small Business Management. Students can earn a minor in marketing or business administration, or a focus in marketing or small business management. Emphasis is also placed on knowledge of computers and mathematics. Ambitious students also choose to participate in the new 4+1 program in order to earn their MBA degree in five years. This is possible through the Eberly College of Business. Consult with your advisor for more information.

Student Organizations: As an undergraduate Fashion Merchandising major, you can join the IUP Fashion Association and Visual Merchandising Club. Students are encouraged to take leadership roles in order to be prepared for real-world opportunities. The IUP Fashion Association is a professional student organization that fosters advancement via activities both on and off campus. Guest speakers and alumni who are invited to campus often provide intern positions as well as counsel. The group also sponsors fashion shows that bring together creative students from other departments. Recent shows featured student designers and stylists. Throughout the year, members visit industry businesses in both New York City and Pittsburgh. They also participate in fundraising activities and public service projects. Students gain hands-on experience by creating displays in Ackerman Hall's impressive showcase through The Visual Merchandising Club. The club also organizes trips and activities that help provide a better understanding of the visual merchandising aspect of the fashion industry. The club recently held a men's fashion show. Teamwork is vital as a visual merchandiser. In the club, working with other members to design and execute visual displays is a great way to learn to collaborate with others while also expanding students' creative abilities. The club welcomes all IUP students.

Experiential Learning:

- Get a grip on global fashion by focusing on business merchandising, management, and small business ownership.
- Gain a comprehensive overview of all aspects of this expanding field.
- Learn about human behavior, apparel production, analysis of textiles, and environmental concern.
- Grasp the impact that color and aesthetics, history, communication, and cultural diversity have on the fashion industry.
- Apply critical thinking skills throughout your program of study.
- A cooperative program between IUP and the Fashion Institute of Technology in New York City provides an opportunity for students to study accessories design or fashion design as a visiting student.



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Summary of Requirements:

The IUP program emphasizes merchandising, but it does not end there. Core courses emphasize apparel production and distribution, textiles, apparel merchandising and promotion, ready-to-wear analysis, and quality control in textiles.

Major-controlled electives allow students to explore and focus on specific fashion careers such as fashion forecasting, visual merchandising, and fashion show production. A changing global community requires modern minds to fully appreciate new trends, styles, and business models. Apparel construction, human behavior, quality control, and distribution strategies demand fresh minds with a flair for creativity and grasp of aesthetics. You will have the industry communication skills and the ability to mesh with team members which are highly sought-after attributes in the industry.

Core/Liberal Studies Requirements:				Credits: 46-48	
ENGL 101	Composition I	3cr	PSYC 101	General Psychology	3cr
ENGL 202	Composition II	3cr	ECON 121	Principles of Macroeconomics	3cr
ENGL 121	Humanities Literature	3cr	COSC/IFMG	COSC/IFMG 101 or IFMG 110 *	3cr
MATH	MATH 105 or 217 (1)	3cr	Wellness	LS Wellness Course or MLSC 101/102	3-4cr
PHIL/RLST	(1) Philosophy or Relig. Studies	3cr	ECON 122	Principles of Microeconomics	3cr
Fine Arts	(1) LS Fine Arts course	3cr	HIST	(1) HIST 196 or 197 or 198	3cr
Nat. Science	(1) LS Class Science With/Without Lab	3-4cr	Global & MC	ANTH 110, 211, or GEOG 104	3cr
Nat. Science	(1) LS Class Science With Lab	4cr			
Major Coursework:				Credits: 30cr	
FSMR 112	Fundamentals of Clothing Construction	3cr	FSMR 380	Applications of Apparel Buying	3cr
FSMR 180	Introduction to Fashion	3cr	FSMR 385	Ready-To-Wear Analysis	3cr
FSMR 215	Textiles	3cr	FSMR 434	Quality Control in Textiles /W/	3cr
FSMR 280	Introduction to Apparel Buying	3cr	FSMR 456	Historic Costume	3cr
FSMR 357	Global Issues in Textiles and Apparel	3cr	FSMR 480	Prof. Dev. in the Fashion Industry	3cr
Major Controlled Electives (Choose 9 credits with your advisor):				Credits: 9cr	
FSMR 158	Fashion Show Production	3cr	FSMR 281	Special Topic	3cr
FSMR 212	Advanced Clothing Construction	3cr	FSMR 303	Visual Merchandising	3cr
FSMR 252	Aesthetics of Fashion	3cr	FSMR 468	Supply Chain Man. In Textiles/App.	3cr
FSMR 258	Fashion Brand Merchandising	3cr	FSMR 481	Special Topic	3cr
FSMR 262	Fashion Forecasting	3cr			
Additional Requirements (Choose one of the following Business Options):				Credits: 21-24cr	
Option 1: Business Administration Minor				24cr	
JRNL 120 or	Journalistic Tech. for Prof. Writing /W/		Select TWO of the following (6cr):		
ENGL 310	Public Speaking	3cr	BLAW 235	Legal Environ of Business	3cr
MKTG 320	Principles of Marketing	3cr	BCOM 321	Business & Interpersonal Comm. /W/	3cr
ACCT 201	Accounting Principles 1	3cr	IFMG 300	Inf./Syst.: Theory & Practice	3cr
ACCT 202	Accounting Principles 2	3cr	MGMT 330	Product & Op. Management (2)	3cr
FIN 310	Fundamentals of Finance	3cr			
MGMT 310	Principles of Management	3cr			
Option 2: Marketing Marketing Track				21cr	
JRNL 120 or	Journalistic Tech. for Prof. Writing /W/		Marketing Minor		24cr
ENGL 310 or	Public Speaking		JRNL 120 or	Journalistic Tech. for Prof. Writing /W/	
BCOM 321	Business & Interpersonal Comm. /W/	3cr	ENGL 310 or	Public Speaking	
ACCT 201	Accounting Principles 1	3cr	BCOM 321	Business & Interpersonal Comm. /W/	3cr
MKTG 320	Principles of Marketing	3cr	ACCT 201	Accounting Principles 1	3cr
MKTG 321	Consumer Behavior	3cr	MKTG 320	Principles of Marketing	3cr
(3) 400-Level MKTG Courses		9cr	MKTG 321	Consumer Behavior	3cr
			(4) 400-Level MKTG Courses		12cr
Option 3: Small Business Management Track				21 cr	
JRNL 120 or	Journalistic Tech. for Prof. Writing /W/		MGMT 325	Small Business Management (3)	3cr
ENGL 310 or	Public Speaking		Select TWO of the following (6cr):		
BCOM 321	Business & Interpersonal Comm. /W/	3cr	MGMT 300	Human Resource Management	3cr
ACCT 201	Accounting Principles 1	3cr	MGMT 310	Principles of Management	3cr
MKTG 320	Principles of Marketing	3cr	MGMT 350	International Business	3cr
MGMT 275	Introduction to Entrepreneurship	3cr	MGMT 403	Small Business Planning (4)	3cr
Free Electives:				Credits: 9-14cr	
FSMR 493	Internship (Optional but encouraged)	6-12cr			
Total Credits for Degree:				120	
Additional Information:					

*IFMG 110 is recommended by FSMR faculty in order to be better prepared for FSMR 280. (1) Student should take MATH 105 (the pre-requisite for MATH 115) instead of MATH 217 for their LS requirement if they wish to pursue a double major in a business subject or take MGMT 330 for a Business Administration minor. **NOTE:** MATH 217 is required for a Business Administration minor. (2) Student will need to take MATH 115, 214, and be junior standing to take MGMT 330. (3) Prerequisites to be waived. (4) Student will need to take COSC/IFMG 101 and MGMT 325 in order to take MGMT 403.