



Fashion Merchandising, BS

Department: Human Development, Fashion, and Interior Design
College: Health and Human Services
Website: <https://www.iup.edu/hdes/fashion-merchandising/>
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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 in textiles and apparel, and visual merchandising.

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)

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 and 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 concerns.
- 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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Four-year Course Sequencing

College: Health and Human Services

Degree: Bachelor of Science

Calendar Year: 2020-21

Website: <https://www.iupui.edu/hdes/fashion-merchandising/>

Four-year Sequencing: The below four-year plan outlines the courses required in each semester of your baccalaureate degree. The goal is for you to visualize the years to come and understand what courses or other requirements are needed in order to graduate in four years. This also allows you to plan with your advisor for important engagement activities that support your higher education goals, such as planning for an internship, research, and/or study abroad. The summer and winter terms are also an opportunity to take courses or accomplish other goals.

Freshman Year: Fall			Freshman Year: Spring		
Course	Course Description	Credits	Course	Course Description	Credits
ENGL 101	Composition I	3	HIST (LS)	HIST 196 or 197 or 198	3
FSMR 180	Intro. To Fashion	3	PSYC 101	General Psychology	3
Natural Sci (NS)	LS Science with/without Lab	3-4	143 Wellness (LS) or Major Controlled Elective		3
143 Wellness (LS) or Major Controlled Elective		3	FSMR 112	Fundamentals of Clothing Construction	3
Fine Arts (LS)	LS Requirement	3	Natural Sci (NS)	LS Requirement	3
			NS with lab	LS Requirement with Lab	1
Total Fall		15-16	Total Spring		15-16

Sophomore Year: Fall			Sophomore Year: Spring		
Course	Course Description	Credits	Course	Course Description	Credits
FSMR 215	Textiles	3	FSMR 357	Global Issues in Textiles and Apparel	3
ECON 121/122	Princ. of Macro/Microeconomics	3	ECON 121/122	Princ. of Macro/Microeconomics	3
ENGL 121	Humanities Literature	3	ENGL 202	Composition II (sophomore status req.)	3
MATH	MATH 105 or 217	3	ACCT 201	Accounting Principles 1	3
COSC/IFMG	COSC/IFMG 101 or IFMG 110 *	3	ANTH 110 or 211 or GEOG 104 (GMA req. & Social Sci.)		3
Total Fall		15	Total Spring		15

Junior Year: Fall			Junior Year: Spring		
Course	Course Description	Credits	Course	Course Description	Credits
FSMR 280	Introduction to Apparel Buying	3	FSMR 380	Applications of Apparel Buying	3
MKTG 320	Principles of Marketing	3	FSMR 385	Ready-To-Wear Analysis	3
JRNL 120	Journalistic Tech. for Prof. Writing	3	Business Option I, II, or III course		3
PHIL/RLST	Phil. or Religious Studies	3	Business Option I, II, or III course		3
FSMR Major Controlled Elective		3	Free Elective or FSMR Major Controlled Elective		3
Total Fall		15	Total Spring		15

Senior Year: Fall			Senior Year: Spring		
Course	Course Description	Credits	Course	Course Description	Credits
FSMR 456	Historic Costume	3	FSMR 434	Quality Control in Textiles	3
FSMR Major Controlled Elective or Free Elective		3	FSMR 480	Prof. Dev. In the Fashion Industry	3
Business option I, II, or III, course		3	Business option I, II, or III, course		3
Business option I, II, or III, course		3	Free Electives as needed to complete 120 credits		4-6
Free Elective	Elective	3			
Total Fall		15	Total Spring		13-15



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Summary of Requirements

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.

Liberal Studies (46-48 credits)

Course	Credits	Grade
Learning Skills: English Composition (6 credits)		
ENG 101 Composition	3	
ENGL 202 Composition II	3	

Learning Skills: Mathematics (3 credits)		
MATH 105 Algebra or MATH 217 Statistics	3	

Humanities (9 credits)		
HIST 196 or 197 or 198	3	
ENGL 121 Humanities Literature	3	
PHIL/RLST Select one from the course list	3	

Fine Arts (3 credits)		
Select one from the list	3	

Natural Sciences (7-8 credits)		
Natural Sciences with a lab	4	
Natural Sciences with or without a lab	3-4	

Social Sciences (9 credits)		
PSYC 101 General Psychology	3	
ECON 121 Principles of Macroeconomics	3	
GEOG 104 OR ANTH 110 or ANTH 211 (GMA req)	3	

Health and Wellness (3-4 credits)		
Select from of 143 classes or MLSC 101/102 (4cr)	3-4	

Liberal Studies Elective (6 credits)		
COSC/IFMG 101 or IFMG 110 (recommended)	3	
ECON 122 Principles of Microeconomics	3	

Fashion Merchandising Core Requirements (30 credits)

Course	Credits	Grade
FSMR 112 Funds. of Clothing Construction	3	
FSMR 180 Introduction to Fashion	3	
FSMR 215 Textiles	3	
FSMR 280 Introduction to Apparel Buying	3	
FSMR 357 Global Issues in Textiles and Apparel	3	
FSMR 380 Applications of Apparel Buying	3	
FSMR 385 Ready-To-Wear Analysis	3	
FSMR 434 Quality Control in Textiles /W/	3	
FSMR 456 Historic Costume	3	
FSMR 480 Prof. Dev. In the Fashion Industry	3	

Major Controlled Electives (Choose 9 credits with your Advisor)

FSMR 158 Fashion Show Production	3	
FSMR 195 CAD for the Fashion Professional	3	
FSMR 212 Advanced Clothing Construction	3	
FSMR 252 Aesthetics of Fashion	3	
FSMR 258 Fashion Brand Merchandising	3	
FSMR 262 Fashion Forecasting	3	
FSMR 281 Special Topic	3	
FSMR 303 Visual Merchandising	3	
FSMR 468 Supply Chain Man. In Textiles/App.	3	
FSMR 481 Special Topic	3	

ADDITIONAL REQUIREMENTS (CHOOSE ONE): 21-24

Option 1: [Business Administration Minor \(24 credits\)](#)

Option 2: [Marketing Track/Minor \(24 credits\)](#)

Option 3: [Small Business Management Track \(21 credits\)](#)

Free Electives	9-14	
Review Degree Works for your progress toward your degree.	120	Total

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. NOTES: (1) IFMG 110 is recommended in order to be better prepared for FSMR 280. (2) 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. MATH 217 is required for a Business Administration minor. (3) Student will need to take MATH 115, 214, and have junior standing to take MGMT 330. (4) Prerequisites for MGMT 275 and MGMT 325 need to be waived. (5) Student will need to take ACCT 200 and 300 in order to take MGMT 403.