

University of the Incarnate Word®

Bachelor of Science in Fashion Management Merchandising Track

School of Media and Design

PROGRAM OVERVIEW

The Bachelor of Science (B.S.) in Fashion Management degree with a concentration in Merchandising at the School of Media and Design is designed for students to develop skill sets that emphasize brand management and sales analyses. Both brand management techniques and sales management include visual merchandising, promotions, product buying and operations management for either Business to Business (B2B) or Business to Consumer (B2C). Because the retail sector is the ultimate distribution site for fashion products, students learn how the retailing sector is organized by fashion market levels. Each market level requires different sales techniques to reach the final consumer. Students also develop a global perspective of emerging economies through the understanding of trade agreements, global employment practices and sustainability of resources.

A minor in Business Administration is included in the degree plan for the Merchandising concentration. Merchandising students take capstone coursework with Apparel Production and Design students to integrate responsibilities from both the retail and manufacturing sectors for the sale of products from concept to the final consumer.

QUICK FACTS

Most students begin their career in retail sales management positions. At the corporate level, sales management positions are located within buying offices or within distribution offices. Auxiliary career pathways for fashion merchandising are in promotions or in visual merchandising. Often corporate buying positions lead to positions as account managers with leading brand manufacturers.

ADMISSION REQUIREMENTS

The requirements for admission to the B.S. in Fashion Management program are the same as the requirements for admission to the University of the Incarnate Word.

CONTACT

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**Fashion Management
Merchandising**



B.S. in Fashion Management Merchandising

FRESHMAN YEAR

Fall

FMGT 1111: Orientation to Fashion Management (1 hour)
 FADS 1305: Intro to Fashion (3 hours)
 FMGT 1310: Apparel Construction (studio) (3 hours)
 FADS 1310: Patternmaking Concepts (3 hours)
 ENGL 1311: Composition I (3 hours)
 FYES 1211: First Year Experience Seminar (2 hours)

Total Hours: 15

Spring

FMGT 1301: Computer Applications (studio) (3 hours)
 MATH 1304, 1306, 1308 or 2303 (3 hours)
 ENGL 1312: Composition II (3 hours)
 PHIL 1381: Introduction to Philosophy (3 hours)
 Fine Arts (3 hours)
 PEHP Physical Activity Course (1 hour)

Total Hours: 16

SOPHOMORE YEAR

Fall

FMGT 2350: Promotional Strategies in Fashion I (3 hours)
 ACCT 2311: Principles of Accounting I (3 hours)
 FMGT 2341: Textiles (3 hours)
 ENGL 2310: World Literature Studies (3 hours)
 Science with Lab (recommend CHEM 1308 + CHEM 1108: Science of Art) (4 hours)

Total Hours: 16

Spring

FMGT 3340: Textile Product Analysis (3 hours)
 FADS 2310: Fashion Technical Drawing (studio) (3 hours)
 FMGT 3323: Fashion History (3 hours)
 BMKT 3331: Principles of Marketing (3 hours)
 RELS 1305, 1315, 1325, 1327 or 1335 (3 hours)

Total Hours: 15

JUNIOR YEAR

Fall

FMGT 3355: Fashion Operations Mgmt I (3 hours)
 FMGT 4340: Computer Aided Design (studio) (3 hours)
 BMGT 3340: Management Theory/Practice (3 hours)
 Elective: (3 hours)
 COMM 1311: Public Speaking
 or FMGT 3310: Creativity in Practice
 Modern Language I (3 hours)

Total Hours: 15

Spring

FADS 3335: Technical Line Development (studio) (3 hours)
 FMGT 3383: Fashion Operations Mgmt. II (3 hours)
 FMGT 4331: Promotional Strategies in Fashion II (3 hours)
 FMGT 4335: Professional Development (3 hours)
 Modern Language II (3 hours)

Total Hours: 15

Summer: FMGT 4388: Internship (3 hours)

SENIOR YEAR

Fall

BINT 3331: International Business (3 hours)
 FMGT 4350: Global Fashion Economics (3 hours)
 MIS 2321: Intro to Information Systems (3 hours)
 HIST 1311, 1312, 1321 or 1322 (3 hours)
 Social Science (3 hours)

Total Hours: 15

Spring

FMGT 4390: Capstone (studio) (3 hours)
 Elective: (3 hours)
 FMGT 4307: Dress Theory
 or FMGT 4392: Fashion Study Tour
 FMGT 3345: Sustainability in Fashion (3 hours)
 BLAW 3317: Business Law (3 hours)
 Upper Level PHIL or RELS (3 hours)

Total Hours: 15

Students who successfully pass the American Association of Family & Consumer Sciences Pre-Pac exam will receive 3 credit hours for FADS 1305: Introduction to Fashion.

125 hours needed to complete the B.S. in Fashion Management with a Merchandising concentration.