

University of the Incarnate Word®

Bachelor of Arts in **Interior Merchandising and Management Marketing Track**

School of Media and Design

PROGRAM OVERVIEW

The Bachelor of Arts (BA) in Interior Merchandising and Management at the School of Media and Design offers four concentrations: Business Administration, Management, Marketing and Merchandising.

Each concentration engages the student with an interior design focus for the first two years and then switches to a business focus the remaining years. This major is for those who are more interested in the business or retail side of the interior design field. While interior design is an art and a science, it is also a business that must be run in an appropriate manner to maintain clientele and profits. The four concentration options allow students to follow their interests, and, with their background in interior design and business, to enter the interior design field in a wide range of positions: office managers, department managers, merchandisers, sales representatives, specification writers, coordination specialists and more.

PREREQUISITES AND COURSES

The requirements for admission to the BA in Interior Merchandising and Management program are the same as the requirements for admission to the University of the Incarnate Word.

QUICK FACTS

- PENDING

CONTACT

UIW Admissions

(210) 829-6005
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This publication is available in alternate format by request. To request an alternate format, please contact the UIW Office of Admissions at (210) 829-6005. 9/2020 500

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THE WORD
IN THE WORLD**

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B.A. in Interior Merchandising and Management - Marketing

FRESHMAN YEAR

Fall

INTD 1111: Interior Design Orientation (1 hour)
 INTD 1320: Architectural Drawing (3 hours)
 INTD 1364: Color & Environment-Behavior Theory (3 hours)
 INTD 2300: Introduction to Interior Design (3 hours)
 ARTH 3261: Art History: Ancient through Medieval (3 hours)
 ENGL 1311: Composition I (3 hours)
Total Hours: 16

Spring

INTD 1410: Form, Space and Theory (4 hours)
 INTD 2363: Architectural Graphics (3 hours)
 INTD 2355: History of the Built Environment I (3 hours)
 ENGL 1312: Composition II (3 hours)
 Religious Studies (1000 Division) (3 hours)
Total Hours: 16

SOPHOMORE YEAR

Fall

INTD 2301: Computer Applications for Interior Design (3 hours)
 INTD 2325: Construction and Details (3 hours)
 INTD 2375: Space Planning (3 hours)
 ARTH 2362: Art History: Renaissance to Modern (3 hours)
 PSYC 1301: Intro to Psychology (3 hours)
Total Hours: 15

Spring

INTD 2370: Lighting and Design (3 hours)
 INTD 3315: CADD for Interior Design (3 hours)
 INTD 2360: Textiles for Interior Design (3 hours)
 INTD 3363: History of the Built Environment II (3 hours)
 INTD 3320: Furniture Design
 or INTD 3340: Study tour
 or INTD 3367: Studio I (3 hours)
Total Hours: 15

JUNIOR YEAR

Fall

ACCT 2311: Principles of Accounting (3 hours)
 BMKT 3331: Principles of Marketing (3 hours)
 INTD 2350: Interior Materials (3 hours)
 INTD 3355: Advanced CADD for Interior Design (3 hours)
 Second Language I (3 hours)
Total Hours: 15

Spring

INTD 4361: Work Experience for Interior Design (3 hours)
 BMKT 3340: Retailing (3 hours)
 BMKT 3355: Internet Marketing (3 hours)
 MATH 1306: Geometry (3 hours)
 Second Language II (3 hours)
Total Hours: 15

SENIOR YEAR

Fall

INTD 4395: Professional Practice (3 hours)
 Elective other than concentration (3 hours)
 BMKT 3377: Consumer Behavior (3 hours)
 History (3 hours)
 Phil 1381: Intro to Philosophy (3 hours)
Total Hours: 15

Spring

BMKT Elective (3 hours)
 ENGL 2310: World Literature (3 hours)
 ENSC 1410: Environmental Science (4 hours)
 Religious Studies or Philosophy 3000/4000 (3 hours)
 DWHP 1200: Dimensions of Wellness (2 hours)
 PE Activity Course (1 hour)
Total Hours: 16

123 hours needed to complete the BA in Interior Merchandising and Management with a Marketing concentration.