

University of the Incarnate Word®
Bachelor of Science in **Fashion Management**
Merchandising Track

School of Media and Design

PROGRAM OVERVIEW

The Bachelor of Science (BS) 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 product, 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 product from concept to the final consumer.

PREREQUISITES AND COURSES

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

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.

CONTACT

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Fashion Management - Merchandising

B.S. in Fashion Management - Merchandising

FRESHMAN YEAR

Fall

FMGT 1111: Orientation (1 hour)
 FADS 1305: Intro to Fashion (3 hours)
 FMGT 1310: Apparel Construction (studio) (3 hours)
 FADS 1310: Fashion Patternmaking Concepts (3 hours)
 ENGL 1311: Composition I (3 hours)
 DWHP 1200: Dimensions of Wellness (2 hours)

Total Hours: 15

Spring

FMGT 1301: Computer Application (studio) (3 hours)
 BMKT 3331: Principles of Marketing (3 hours)
 ENGL 1312: Composition II (3 hours)
 PHIL 1381: Introduction to Philosophy (3 hours)
 Fine Arts (3 hours)
 PE Activity Course (1 hour)

Total Hours: 16

SOPHOMORE YEAR

Fall

FMGT 2350: Promotional Strategies I (3 hours)
 FADS 2310: Fashion Technical Drawing (studio) (3 hours)
 FMGT 2341: Textiles (3 hours)
 ENGL 2310: World Literature Studies (3 hours)
 Science with Lab (recommend CHEM 1308 + CHEM 1108) (4 hours)

Total Hours: 16

Spring

FMGT 3340: Textile Product Analysis (3 hours)
 BMGT 3340: Management Theory/Practice (3 hours)
 FMGT 3323: Fashion History (3 hours)
 MATH 1304, 1306, 1308 or 2303 (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)
 ACCT 2301: Accounting I (3 hours)
 Elective: (3 hours)
 COMM 1301 Public Speaking
 or DMTS Creativity in Practice
 Language I

Total Hours: 15

Spring

FMGT 3335: Technical Line Development (studio) (3 hours)
 FMGT 3383: Fashion Operations Mgmt. II (3 hours)
 Elective: (3 hours)
 FMGT 4331: Fashion Promotional Studies
 or COMM 4347: Social Media (3 hours)
 FMGT 4335: Professional Development (3 hours)
 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

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