



Why do I need a bachelor's degree for a career in fashion?

The simple answer is NECESSITY.

In an increasingly competitive work environment, employers are demanding higher requirements for entry-level positions.

NORDSTROM CAREER
 Assistant Raw Materials Developer - Nordstrom Product Group -218675
 Bachelor's degree in Apparel/Textile Design
 Minimum of 2 years experience app
<http://nordstrom.taleo.net>

Pandora
 MERCHANDISE PLANNER
 Educational Background: Bachelors
 Field of Study: Business/Fashion
<http://pandoragroup.com>

Abercrombie & Fitch
 Apparel Designer: Denim & Twill
 4 year college degree in Fashion Design
 2+ years of design experience
<http://abercrombie.taleo.net>

A UIW FASHION DEGREE IS an industry driven, professional degree designed to prepare students for the day AFTER graduation.

COSTS AND FINANCIAL AID

Basic Tuition
<http://uiw.edu/busoff/tuifeespg.html>

Fashion Department Scholarships:

- Lila Bath Endowed
- Annemarie Walsh Endowed
- Ruth Juren
- The Cutting Edge™

EDUCATIONAL OPPORTUNITIES

- The Cutting Edge™ Fiesta Fashion Show
- Classroom/Business Collaborations
- Internships
- Fashion Study Tours:
 New York France England
 Italy China

FACULTY

Theresa Lopez, MA, MS, Program Coordinator
lopezt@uiwtx.edu
 Experience: Patternmaker-Kathleen Sommers, Style Source, Inc.
 Courses: Product Development, Advanced Design, Textile Product Analysis

Melinda Adams, Ph.D.
madams@uiwtx.edu
 Experience: Fashion Sales & Management – Payless, Limited, Walmart
 Courses: Global Fashion Economics, Flat Pattern, Draping

Lalon Alexander, Ph.D., MFA
 Experience: Beader-NYC, Costume Production-Royal Opera, London
 Courses: Surface Design, Intro to Design, Advanced Construction

Theresa Alexander, Ph.D.
 Experience: VP Elephant Embellishments, High-fashion embroiderer
 Courses: Couture Embroidery, Fashion Illustration, Patternmaking Methods

Cathryn Studak, Ph.D.
 Experience: District Mgr. fine jewelry, HR Mgr., Neiman Marcus
 Courses: Fashion Operation Mgt., Promotional Strategies



FASHION

This publication is available in alternate format by request. To request an alternate format, please contact Teri Lopez at (210) 829-3953.



FASHION CORE COURSES:

Seminar in Fashion Management · Computer Applications in Fashion · Intro to Fashion Management · Apparel Construction 1 · Textiles · Textile Product Analysis · Fashion Promotional Strategies

Please note: all bachelor degrees in Fashion require a minimum of 125 credit hours.



BACHELOR OF FINE ARTS

FASHION DESIGN

Apparel Construction 2 & 3
Flat Pattern
Draping
Advanced Design
Fashion Illustration
Fashion History
Portfolio
Surface Design
Computer Illustration
Senior Collections
Internship

This degree takes students into advanced construction techniques, patternmaking, illustration, computer design, textile manipulation and global marketing.

It is a design and art oriented curriculum that strengthens creative skills and allows students to minor in Art.

Career Opportunities:

Apparel Designer, Textile Designer, Patternmaker, Fit Specialist, Fashion Illustrator, Stylist

BACHELOR OF ARTS IN FASHION MANAGEMENT

(Includes Business Administration minor)

Concentration: Fashion Product Development

Accounting
Economics
Business Law
Promotional Strategies in Fashion
International Business Management
Principals of Marketing
Technical Line Development
Product Development
Apparel Construction 2
Flat Pattern
Knitwear
Patternmaking Software
Fashion History

This degree is a combination of design and merchandising and emphasizes technical line development and mass market manufacturing, global sourcing, wholesale marketing and sales.

It is a business oriented curriculum that allows students to minor in Business Administration.

Career Opportunities:

Corporate Manufacturing, Product Sourcing & Specifications.



Concentration: Fashion Merchandising

Accounting
Economics
Business Law
Global Fashion Economics
Promotional Strategies in Fashion
Fashion Operations Management
International Business Management
Principles of Marketing
Technical Line Development
Product Development
Fashion History
Color Theory

This degree focuses on brand management, buying, retailing, showroom management and promotional strategies unique to the fashion industry.

It is a business oriented curriculum that allows students to minor in Business Administration.

Career Opportunities:

Retail Management, Corporate Brand Management, Merchandise Coordinator

BACHELOR OF ARTS IN FASHION STUDIES



Fashions used in this brochure were designed and constructed by students for The Cutting Edge,™ Fiesta Fashion Show.

Students who major in Fashion Studies have the opportunity to study the fields of fashion design and fashion merchandising. This major is open to entry-level freshmen or transfer students. By allowing a Fashion Studies major to select open electives (nine hours) and fashion electives in design and merchandising (nine hours), there is flexibility to pursue a general fashion degree while graduating in four years.

Most job qualifications for entry-level positions in fashion require applicants to have earned a bachelor's degree in either fashion merchandising, fashion design, or a combination of both.