

Department of Fashion Merchandising

MAJOR:

Fashion Merchandising (BS)

The Fashion Merchandising major provides students with a specialized core of fashion courses supported by business and liberal arts classes giving students the opportunity to choose from a variety of career options upon graduation. The fashion courses provide students with a thorough understanding of textile and apparel industries, including apparel and textile production and evaluation methods, apparel product development, buying, management skills, marketing processes, branding concepts and strategies, forecasting, promotion methods, and business skills relevant to merchandising. Special program opportunities and features include local, domestic, and global industry study tours and a required internship. Specific employment opportunities include wholesale and retail buying, retail management, visual merchandising, fashion marketing, and product development.

The International Textile and Apparel Association, Inc. (ITAA), a professional organization of textile, apparel, and retail scholars in education, business, government, and industry has developed goals for students graduating from textile, apparel, merchandising, and design institutions. The fashion merchandising curriculum integrates these voluntary goals throughout the curriculum.

FACULTY

Angela G. Liljequist, chair of fashion merchandising; assistant professor of fashion merchandising

Amy Meyers, instructor of fashion merchandising

Rogene Nelsen, assistant professor of fashion merchandising

MAJOR IN FASHION

MERCHANDISING

Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the undergraduate introductory section in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (a minimum of 12 credits) at Fontbonne.

General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

Choose one of the following for Social & Behavior Sciences Pillar:

PSY 100 Introduction to Psychology

PSY 200 Development Psychology

SOC 100 Survey of Sociology

SOC 115 Social Problems

SOC 265 Diversity Studies

Courses Required in the Fashion Merchandising Major (56 credits):

FAS 105 Dress and Culture (3 credits)

FAS 106 Essentials of Fashion (3 credits)

FAS 107 The Fashion Industry (3 credits)

FAS 108 Fundamentals of Sewing Technologies (1 credit)

FAS 110 Fashion Merchandising Professional Seminar (1)

FAS 200 Apparel Construction (4 credits)

FAS 202 Textiles (4 credits)

FAS 205 Apparel Production and Evaluation (4 credits)

FAS 206 Fashion Brand Management (3 credits)

FAS 305 Advanced Product Development (4 credits)

FAS 307 Fashion Behavior and Forecasting (3 credits)

FAS 308 Dress History (3 credits)

FAS 309 Visual Merchandising (4 credits)

FAS 310 Promotion in the Merchandising Environment (4)

FAS 405 Principles of Fashion Merchandising and Management (3 credits)
FAS 406 Merchandise Buying: Planning and Control (3)
FAS 459 Internship Preparation Seminar (2 credits)
FAS 460 Internship in Fashion Merchandising (4-7 credits)

Courses Required in Other Disciplines (18 credits)

ACT 210 Financial Accounting (3 credits)
CIS 110 Microcomputer Applications: Spreadsheet (3 cr.)
MKT 210 Principles of Marketing (3 credits)
MGT 210 Management Principles (3 credits)
MGT 330 Management and Business Ethics (3 credits)
MGT 360 Entrepreneurship (3 credits)
MTH 105 College Algebra (4 credits) **OR**
MTH 115 Statistics (3 credits)

COURSES

FASHION MERCHANDISING COURSES

FAS 105 Dress and Culture (3 credits)

Studies the values associated with appearance of individuals and groups within cultural, social, psychological, and economic realms; including the visual impact of the identity on the self and others. SP

FAS 106 Essentials of Fashion (3 credits)

Study of the elements and principles of design; application of design basics to specific home and apparel fashion; introduction to fashion design and designers, apparel components, and vocabulary used in the design process. Practical applications through laboratory experiences are integral to the course. FA

FAS 107 The Fashion Industry (3 credits)

Surveys fashion development through the fashion industry. Investigates the principles involved in the design, production, and marketing of fashion products from concept to consumer. Domestic and foreign fashion markets are studied. SP

FAS 108 Fundamentals of Sewing Technologies (1 credit)

Introduction to basic sewing equipment, instructions, and procedures; familiarity with supply acquisition and use; resources and uses for sewing applications; and selection of sewing projects appropriate for various skill levels. FA

FAS 110 Fashion Merchandising Professional Seminar (1 credit)

Survey of professional development practices for the fashion-merchandising field, including learning strategies for developing one's career goals. Activities prepare students for FAS 459 Internship Preparation Seminar. FA

FAS 200 Apparel Construction (4 credits)

Examines the construction process and techniques for basic apparel products. Intensive laboratory experiences develop skills in apparel manufacturing, contrasting home and industry methods through mastery of set competencies. Development of an awareness of production techniques assists in the consumer evaluative processes related to human textile product consumption. Prerequisites: FAS 108 or consent of instructor. SP

FAS 202 Textiles (4 credits)

Analyzes physical and chemical properties of textile products. Includes the study of fibers, yarns, fabric structures, textile design, coloration, and finishing. Identification, use, care, performance, and storage of textile products are studied. Legislation and standards are examined. Laboratory experiences are integral to the course. FA

FAS 205 Apparel Production and Evaluation (4 credits)

Develops an understanding of ready-to-wear garment production and decisions involved in all phases of the production process. Analyzes techniques used by manufacturers and provides students with methods for evaluating apparel quality. Prerequisites: FAS 107; FAS 202; FAS 200 or may be taken concurrently. SP

FAS 206 Fashion Brand Management (3 credits)

Introduction to the concepts and practices of developing fashion brands. Examines the branding process including theory, analysis and application with emphasis on the interdependence of branding with merchandising and marketing activities for fashion related products. Prerequisite: FAS 107. SP

FAS 305 Advanced Product Development (4 credits)

In this course we will analyze the processes required to create a garment and provide a thorough examination of the creative and technical processes that are relevant in today's apparel business environment. Laboratory experiences, including product development software, are an integral component to the course. Prerequisite: FAS 205. FA

FAS 307 Fashion Behavior and Forecasting (3 credits)

Social, psychological, economic, political, and communication factors influencing consumers' fashion preferences and buying decisions are studied. Principles and methods used to forecast fashion trends are analyzed. Prerequisites: FAS 107; MKT 210; or consent of instructor. SP

FAS 308 Dress History (3 credits)

Studies the origin and development of costume from the early Mediterranean period to the present. Special focus on the change in form and function of dress in relation to the cultural and aesthetic environment in which dress was and is used, including social, religious, political, economic, and technological factors. Prerequisite: Junior status or consent of the instructor. FA

FAS 309 Visual Merchandising (4 credits)

Studies the concepts and techniques used in retail visual merchandising. Practical experience in creative problem solving through hands-on application and analysis both on-campus and at off-campus at retail locations. Prerequisites: FAS 105; FAS 106; FAS 107. FA.

FAS 310 Promotion in the Merchandising Environment (4 credits)

Studies the principles and methods used in promoting soft goods at all fashion market levels including direct marketing, publicity/public relations, advertising, special events, sales promotion, and fashion shows. Practical experiences applying the principles are gained through the production and coordination of fashion events. Prerequisites: FAS 107; MKT 210. SP

FAS 350 Fashion Merchandising Industry Experience (1-6 credits)

This course provides fashion industry experiential learning opportunities. Students will visit fashion related companies that represent various levels of the industry, including design, product development, marketing, and retailing. Students will do in-depth studies on the various fashion companies they will visit and present findings on their experiential learning experience. Prerequisite: Instructor permission required.

FAS 405 Principles of Fashion Merchandising and Management (3 credits)

Investigates the merchandising and buying functions/responsibilities in various types of apparel organizations. Covers merchandise resources in domestic and global markets, vendor relations, and negotiations. Prerequisites: FAS 107; MKT 210; Junior or senior status in FM program or consent of instructor. FA

FAS 406 Merchandise Buying: Planning and Control (3 credits)

Examines planning, buying, and selling of soft goods; emphasis on buying techniques, six-month and model stock plans, open-to-buy, and profit and loss statements. Problem solving and practical applications enhanced through merchandise math calculations and case studies. Prerequisites: Junior or senior FM status or consent of instructor. SP

FAS 459 Internship Preparation Seminar (2 credits)

Assignments, activities, and strategies used in the course will prepare students to be internship-ready. Prerequisites: Major approval and FAS 110. FA

FAS 460 Internship in Fashion Merchandising (4-7 credits)

A supervised, off-campus field-based experience in a pre-approved site specifically related to the broad area of fashion merchandising and students' career goals. Prerequisite: FAS 459; senior status or consent of the instructor. FA, SU.

FAS 490 Fashion Merchandising Independent Study (1-4 credits)

Study in a specialized area, to be arranged according to student need and interest. Prerequisites: Junior or senior status; approval of instructor and department chairperson. Offered as an as-needed basis.

FAS 494 Fashion Merchandising Special Topics (1-6 credits)

Course offered to supplement regular course listings. Offered on an as-needed basis.