

Human Environmental Studies: Fashion Merchandising Option

Bachelor of Science (BS)

Fashion Merchandising Option

Retail and wholesale fashion merchandising is one of today's most vital and dynamic industries. This ever-changing field includes global opportunities in the areas of apparel, accessories, home furnishings and gifts. Opportunities include the fields of retail, media, public relations and technology. Academic training is designed to develop the creative, technical and business skills to become a successful fashion professional.

Fashion Merchandising students will...

- Gain the knowledge and professionalism required to assume an entry-level position upon graduation.
- Be exposed to all areas of the global fashion business in the classroom.
- Participate in an internship that fits their skills and future goals within the fashion industry.
- Have the opportunity to travel to national and international markets.
- Have access to study abroad programs offered within the Donald L. Harrison College of Business.

Career Planning

Career preparation is part of the mission of Southeast. In fact, more than 90% of Southeast students participate in internships, clinical opportunities, student teaching, research assistantships, and study abroad.

Entry level employment is available in the retail and wholesale fashion markets upon graduation. Professional development is included in the fashion merchandising curriculum.

Professional career counselors are available for all students. The Office of Career Services in Academic Hall 057 can provide students with professional career counseling, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001/CL002	First Semester	Complete the FOCUS2 assessment and develop a Career Action Plan.
CL003	Junior Year	Students gain information about career planning and job searching resources.
CL004	Senior Year	Students demonstrate advanced proficiency by identifying a position in their field, developing a cover letter, and tailoring a resume for the position. Materials are critiqued to ensure preparedness for a successful job search.

Internship and Employment Opportunities of Recent Graduates

- Tory Burch
- Saks Fifth Avenue
- Dillard's
- Uniqlo
- Nordstrom
- Donna Karan New York
- Victoria's Secret
- TJ Maxx
- JC Penney
- Macy's
- Hollister
- Loft
- University Tees
- Coach
- Kohl's
- Talbott's
- David's Bridal
- Independently owned boutiques

Minor Options with Fashion Merchandising

Students in this major must have a minor. Students are advised to pursue a minor in fashion entrepreneurship although other minors can be arranged for students whose interests lie in other areas.

Travel to Fashion Markets...

- International opportunities for study and travel
- Semi-annual visits to New York—fashion's favorite city
- Available as electives for both majors and minors

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This is a guide based on the 2015-2016 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use DegreeWorks to monitor their individual progress.

CURRICULUM CHECKLIST

"Critical Courses" are italicized and bolded. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.

Fashion Merchandising Option – 51 Hours Required – Fashion Entrepreneurship minor required

- ___ FA104 Beyond Project Runway (3)
- ___ FA110 Introduction to Fashion Merchandising (3)
- ___ FA114 Visual Merchandising (3)
- ___ FA120 Clothing Construction (3)
- ___ **FA 207 Textiles (3)**
- ___ FA 250 History of Costume I (3)
- ___ FA 251 History of Costume II (3)
- ___ FA 300 Professional Image & Behavior (3)
- ___ FA 310 Fashion Forecasting (3)
- ___ FA 315 Retail Buying (3)
- ___ FA 350 Apparel Aesthetics (3)
- ___ FA 421 Retail Strategy (3)
- ___ FA 450 Global Fashion Economics (3)
- ___ FA 530 Internship (6)

Choose 6 hours:

- ___ FA 121 Intermediate Clothing Construction (3)
- ___ FA 480 Fashion Merchandising Practicum (3)
- ___ FA 520 Survey of National Markets (3)
- ___ FA 521 Survey of International Markets (3)

Additional requirements:

- ___ EC 101 Economic Problems & Policies (3)
- ___ FA 518 Social & Psychological Aspects of Dress (3)
- ___ GM 180 Introduction to Graphic Technology (3)
- ___ MG 301 Principles of Management (3)
- ___ MG 356 Foundations of Human Resources Management (3)
- ___ UI 355 Consumer & the Market (3)

University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100 English Composition, Artistic Expression, Written Expression, Oral Expression, Literary Expression, Behavioral Systems, Living Systems, Logical Systems, Physical Systems, Development of a Major Civilization, Political Systems, Social Systems, one IU/UI3XX and one IU/UI4XX.

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	EC101	3
	EN100	3	FA110	3
	FA104	3	Dev. of a Major Civ.	3
	Logical Systems	3	Living Systems	3
	Oral Expression	3	Written Expression	3
	Total	15	Total	15
SECOND YEAR	FA114	3	FA207	3
	FA120	3	FA 251	3
	FA 250	3	GM180	3
	Behavioral Systems	3	Artistic Expression	3
	Literary Expression	3	Political Systems	3
	Total	15	Total	15
THIRD YEAR	BA361 (Minor Req.)	3	FA300	3
	FA315	3	FA310	3
	FA350	3	FA Elective	3
	MG301	3	MG356	3
	Physical Systems	3	UI355	3
	Total	15	Total	15
FOURTH YEAR	BA551 (Minor Req.)	3	BA561 (Minor Req.)	3
	FA421	3	FA450	3
	FA518	3	FA530	6
	FA Elective	3	IU/UI4XX	3
	IU/UI3XX	3		
	Total	15	Total	15

Degree requirements for all students: a minimum of 120 credit hours, completion of University Studies program, career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the senior level.

A minimum 2.00 GPA in the major and overall are required to graduate with a BS degree.

Refer to the Undergraduate Bulletin or DegreeWorks for additional graduation requirements (i.e. minimum GPA and coursework) for your program of study.