

BACHELOR OF SCIENCE IN APPLIED SCIENCE IN MERCHANDISING: FASHION AND INTERIORS

Coordinator

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Mission Statement of the Merchandising: Fashion & Interiors program

The Merchandising: Fashion and Interiors major prepares students for a broad range of careers related to the fashion and interiors industries. The program exposes students to an interdisciplinary and a global perspective to the business side of fashion apparel and home fashion industries. The students acquire a Bachelors of Applied Science degree which is designed to provide the skills and knowledge for apparel and home goods industries, these skills include; merchandising, retailing, distribution, computer applications in textiles and apparel, product development and appraisal skills. Students choose to do more of fashion or more of interior courses depending on their career aspirations. The program exposes students to rigorous course work in fashion and interiors courses. Students also complete courses in marketing, management, human ecology, and other support courses. The program serves undergraduates who aspire to be professionals in the fashion apparel industry and interior industry. Graduates find employment mostly in retailing of apparel, furnishings, accessories and personal care products.

What is Merchandising?

Merchandising is a specialized management function within the fashion, textiles and home interiors industries. Merchandisers are responsible for selection of materials, collaborating with the production team and meeting market requirements. The job demands knowledge of fashion trends, textures, materials and colors on one hand and understanding of market demand and the production processes on the other. Individuals who are assertive, flexible, and resourceful, who like to work with people, and who can assume responsibility, make quick decisions, and think clearly have the traits necessary for successful careers in fashion merchandising.

Internship requirements

Merchandising students must complete at least 3 semester hours of Internship credit.

Minor

- Merchandising majors often select minors in Marketing, Management, Journalism, Communications, Art, or Photography. A minor should be selected from an area of personal or career interest.
- There is a minor in fashion for students who have some interest in fashion. A fashion minor is a great complement to numerous career fields because fashion clothing serves a basic human need.

FIT- Fashion Institute of Technology - Visiting Student program

The YSU Merchandising program has an articulation agreement with the Fashion Institute of Technology (FIT) in New York. Interested students can attend FIT for one academic year after completing 30 hours of GER credits at YSU and have 3.00 GPA. Participating students then come back to YSU to complete YSU residency requirement in the MRCH program and will end up with a BSAS MRCH degree from YSU and an Associate from FIT. If you are interested in this program route, please consult very early with Dr. Priscilla Gitimu, the FIT liaison at YSU.

Career Opportunities

Graduates can pursue careers as:

- Buyers
- Department managers
- Merchandise managers
- Store managers
- Store owners
- Sales representatives
- Sales managers
- Merchandisers
- Merchandise allocators
- Merchandise planners
- Merchandise analysts
- Marketing directors
- Fashion directors
- Wardrobe consultants
- Personal Shoppers

Check the Dictionary of Occupational Titles under section 141 for additional related careers.

Potential Employment Settings

- Retail Department and Specialty Stores
- Apparel manufacturers
- Advertising agencies
- Apparel design studios and workrooms
- Textile and Findings manufacturers
- Fashion forecasting firms
- Retail business and apparel
- Industry publications

COURSE	TITLE	S.H.
General Education Requirements		
Basic Skills		14
ENGL 1550	Writing 1	
ENGL 1551	Writing 2	
CMST 1545	Communication Foundations	
MATH 2623	Quantitative Reasoning	
HAHS 1500	Introduction to the Bitonte College of Health and Human Services	
Arts and Humanites		6
ART 1540	Masterpieces of World Art	
or ART 1541	Survey of Art History 1	
or ART 1542	Survey of Art History 2	
PHIL 2625	Introduction to Professional Ethics	
or PHIL 2628	Business Ethics	
Natural Science Elective (Choose one CHEM with a lab and a NS Elective)		6
CHEM 1500 & 1500L	Chemistry in Modern Living and Chemistry in Modern Living Laboratory	
or CHEM 1505/1505L	Allied Health Chemistry 1	
or CHEM 1515/1515L	General Chemistry 1	
Social Science Electives		9
SOC 1500	Introduction to Sociology	
PSYC 1560	General Psychology	
ECON 2610	Principles 1: Microeconomics	
Social and Personal Awareness		6
FNUT 1551	Normal Nutrition	

SPA Elective 3700 level		
Required Courses (34 s.h.):		
HMEC 1550	Human Ecology Professions	1
MRCH 1506	Clothing and Image Development	3
MRCH 2625	The World of Fashion	3
MRCH 3705	Fashion Textiles	3
MRCH 3713	Merchandise Buying	3
MRCH 3740L	Computer Applications for Textiles & Apparel Lab	3
MRCH 4870	Global Fashion Economy	3
MRCH 4877	History of Fashion	3
MRCH 4880	Merchandising Management	3
CHFM 3731	Individual and Family Development	3
HMEC 4836	Internship	3
HMEC 4890	Communication of Contemporary Issues	3
Select one of the two courses (3 s.h.):		3
MRCH 3730	Social Psychology of Clothing and Appearance	
MRCH 3764	Family Housing and Technology	
Select two of the following lower-division courses (6 s.h.):		6
MRCH 1508	Apparel Production	
MRCH 1510	Apparel Evaluation	
MRCH 2661	Fundamentals of Interior Design	
MRCH 2663	Materials and Methods	
Select two courses of the following upper-division courses (6 s.h.):		6
MRCH 3715	Fashion Promotion and Fashion Show Production	
MRCH 3745	Product Line Development	
MRCH 3760	Visual Merchandising	
MRCH 3795	Fashion Industry Tour	
MRCH 4879	History of Furnishings and Interiors	
Required Support Courses (18 s.h.):¹		18
CSIS 1514	Business Computer Systems	
MGT 2604	Legal Environment of Business 1	
MGT 3725	Fundamentals of Management	
MKTG 3703	Marketing Concepts and Practice	
MKTG 3709	Retail Marketing	
ACCT 1503	Elementary Accounting	
	or ACCT 2602 Financial Accounting	
Electives		12
Elective		
Elective		
Elective		
Elective		

¹ 12 s.h. of elective coursework needed to meet the 120 s.h. required for the degree. Selecting a minor will meet this requirement, but a minor is not required.

Year 1		
Fall		
ENGL 1550	Writing 1	3
PSYC 1560	General Psychology	3
CSIS 1514	Business Computer Systems	3
ART 1540	Masterpieces of World Art	3
MRCH 1506	Clothing and Image Development	3
Semester Hours		15
Spring		
HMEC 1550	Human Ecology Professions	1
ENGL 1551	Writing 2	3

CMST 1545	Communication Foundations	3
MATH 2623	Quantitative Reasoning	3
SOC 1500	Introduction to Sociology	3
HAHS 1500	Introduction to the Bitonte College of Health and Human Services	2
Semester Hours		15

Year 2		
Fall		
FNUT 1551	Normal Nutrition (FNUT 1543 - 1 s.h.)	3
	or FNUT 1543 or Personal Nutrition	
MRCH 1508	Apparel Production	3
ECON 2610	Principles 1: Microeconomics	3
PHIL 2625	Introduction to Professional Ethics	3
A & H elective		3
Semester Hours		15
Spring		
MRCH 2625	The World of Fashion	3
MGT 2604	Legal Environment of Business 1	3
ACCT 1503	Elementary Accounting	3
	or ACCT 2602 or Financial Accounting	
SPA Elective - 3700 level		3
MRCH lower level course		3
Semester Hours		15

Year 3		
Fall		
MRCH 3705	Fashion Textiles	3
MRCH 3730	Social Psychology of Clothing and Appearance	3
	or MRCH 3764 or Family Housing and Technology	
MKTG 3703	Marketing Concepts and Practice	3
MRCH 3713	Merchandise Buying	3
MRCH Upper division elective		3
Semester Hours		15
Spring		
MRCH 3740L	Computer Applications for Textiles & Apparel Lab	3
MKTG 3709	Retail Marketing	3
MGT 3725	Fundamentals of Management	3
CHFM 3731	Individual and Family Development	3
MRCH Upper division elective		3
Semester Hours		15

Year 4		
Fall		
MRCH 4877	History of Fashion	3
HMEC 4836	Internship	3
HMEC 4890	Communication of Contemporary Issues	3
MRCH 1510	Apparel Evaluation	3
MRCH 3745	Product Line Development	3
Semester Hours		15
Spring		
MRCH 4870	Global Fashion Economy	3
MRCH 4880	Merchandising Management	3
MRCH 3715	Fashion Promotion and Fashion Show Production	3
MRCH 3760	Visual Merchandising	3
	or MRCH 3795 or Fashion Industry Tour	

MRCH lower division elective	3
Semester Hours	15
Total Semester Hours	120

¹ Students who elect FNUT 1551 Normal Nutrition to meet SPA requirement are not required to take FNUT 1543 Personal Nutrition in the major and will need one more elective hour to reach 120 credits.

Learning Outcomes

At the completion of the Merchandising: Fashion and Interiors program, graduates will be able to:

- Generate effective solutions to problems in manufacturing and marketing.
- Interpret the needs and wants of target customers.
- Develop a financially sound product line.
- Integrate and apply merchandising principles in workplace settings.
- Evaluate product quality and serviceability.