

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.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
MATH 2623	Quantitative Reasoning	3
ART 1540	Masterpieces of World Art	3
or ART 1541	Survey of Art History 1	
or ART 1542	Survey of Art History 2	
PHIL 2625	Introduction to Professional Ethics	3
or PHIL 2628	Business Ethics	
CHEM 1500 & 1500L	Chemistry in Modern Living and Chemistry in Modern Living Laboratory	3
or CHEM 1505/1505L	Allied Health Chemistry 1	
or CHEM 1515/1515L	General Chemistry 1	
SOC 1500	Introduction to Sociology	3
PSYC 1560	General Psychology	3
ECON 2610	Principles 1: Microeconomics	3
Social and Personal Awareness (2 courses)		6
Major 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 3760	Visual Merchandising	3
MRCH 3745	Product Line Development	3
MRCH 4870	Global Fashion Economy	3
MRCH 4877	History of Fashion	3
MRCH 4880	Merchandising Management	3
HMEC 4836	Internship	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 3795	Fashion Industry Tour	
MRCH 4879	History of Furnishings and Interiors	
HMEC 5895	International Studies in Human Ecology	1-4
HMEC 4875	Directed Individual Study	1-3
Required Additional Courses ¹		
FNUT 1543	Personal Nutrition	1
CSIS 1514	Business Computer Systems	3
MGT 2604	Legal Environment of Business 1	3
CHFM 3731	Individual and Family Development	3
MGT 3725	Fundamentals of Management	3
MKTG 3703	Marketing Concepts and Practice	3
MKTG 3709	Retail Marketing	3
ACCT 1503	Elementary Accounting	3
or ACCT 2602	Financial Accounting	
Electives to reach 120 hours		10-12
Total Semester Hours		120-129

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		S.H.
YSU 1500	Success Seminar	1
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		16
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	Strong Start FYE	2
Semester Hours		15
Year 2		
Fall		
MRCH 1508	Apparel Production (Social and Personal Awareness)	3
ECON 2610	Principles 1: Microeconomics	3
PHIL 2625	Introduction to Professional Ethics (Social and Personal Awareness)	3
A & H elective		3
CHEM 1500	Chemistry in Modern Living	3
CHEM 1500L	Chemistry in Modern Living Laboratory	1
Semester Hours		16
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	
MRCH lower level course		3
Semester Hours		12
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
MRCH 1510	Apparel Evaluation	3
MRCH 3745	Product Line Development	3
Semester Hours		12
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		116

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.