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

Coordinator
Dr. Taci Turel, Ph.D.
Room: 3166 Cushwa Hall
Phone: (330) 941-2020
Email: tturel@ysu.edu (pngitimu@ysu.edu)

Coordinator
Dr. Priscilla Gitimu, Ph.D.
Room: 3524 Cushwa Hall
Phone: 330-941-1822
Email: pngitimu@ysu.edu

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 Bachelor 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 or SS 1500 Success Seminar 1-2
YSU 1500 or HONR 1500 Strong Start Success Seminar 1-2
YSU 1500 or HONR 1500 Intro to Honors 1-2

General Education Requirements

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>S.H.</th>
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<tbody>
<tr>
<td>ENGL 1550</td>
<td>Writing 1</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1549</td>
<td>Writing 1 with Support</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1551</td>
<td>Writing 2</td>
<td>3</td>
</tr>
<tr>
<td>CMST 1545</td>
<td>Communication Foundations</td>
<td>3</td>
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<tr>
<td>MATH 2623</td>
<td>Quantitative Reasoning</td>
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<tr>
<td>ART 1540</td>
<td>Masterpieces of World Art</td>
<td>3</td>
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<tr>
<td>ART 1541</td>
<td>Survey of Art History 1</td>
<td>3</td>
</tr>
<tr>
<td>ART 1542</td>
<td>Survey of Art History 2</td>
<td>3</td>
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<tr>
<td>PHIL 2625</td>
<td>Introduction to Professional Ethics</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 2628</td>
<td>Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>CHEM 1500</td>
<td>Chemistry in Modern Living and Chemistry in Modern Living Laboratory</td>
<td>3</td>
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<tr>
<td>CHEM 1500L</td>
<td>Allied Health Chemistry 1</td>
<td>3</td>
</tr>
<tr>
<td>CHEM 1505/1505L</td>
<td>General Chemistry 1</td>
<td>3</td>
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<tr>
<td>SOC 1500</td>
<td>Introduction to Sociology</td>
<td>3</td>
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Bachelor of Science in Applied Science in Merchandising: Fashion and Interiors

Year 1

Fall
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  or ACCT 2602  Elementary Accounting or Financial Accounting 3
MRCH lower level course 3

Semester Hours 12

Year 3

Fall
MRCH 3705  Fashion Textiles 3
MRCH 3730  or MRCH 3764  Social Psychology of Clothing and Appearance or Family Housing and Technology 3
MKTG 3703  Marketing Concepts and Practice 3
MKTG 3713  Merchandise Buying 3
MRCH Upper division elective 3

Semester Hours 15

Spring
MRCH 3745  Individual and Family Development 3
MRCH 3760  or MRCH 3795  or MRCH 3797  Visual Merchandising or Fashion Textiles or Merchandising Management 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  or MRCH 3795  or Fashion Industry Tour 3

Semester Hours 15

Total Semester Hours 120-129

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.
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.