

# 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. Taci Turel, 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.
<b>FIRST YEAR REQUIREMENT -STUDENT SUCCESS</b>		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
<b>General Education Requirements</b>		
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 (change to "any GER approved MATH/STAT")	3
ART 1540	(change to any AH with ART 1530 preferred)	3
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		
or CHEM 1515/1515L	General Chemistry 1	
SOC 1500	Introduction to Sociology	3
ENST 1500	Introduction to Environmental Science (any Natural Science without a lab)	3
or GEOG 1503 OI		R GEOL 15
PSYC 1560	General Psychology	3
ECON 2610	Principles 1: Microeconomics	3
	Social and Personal Awareness (2 courses)	6

<b>Major Required Courses (33 s.h.):</b>		
MRCH 1506	Clothing and Image Development (replace with MRCH 2550)	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 3745	Product Line Development	3
MRCH 3760	Visual Merchandising	3
MRCH 4870	Global Fashion Economy	3
MRCH 4877	History of Fashion ( or MRCH 4879 History of Furnishings and Interiors)	3
MRCH 4880	Merchandising Management	3
MRCH 4836	Internship in Merchandising Fashion & Interiors	3-9
<b>Select one of the two courses (3 s.h.):</b>		<b>3</b>
MRCH 3730	Social Psychology of Clothing and Appearance	
MRCH 3764	Family Housing and Technology	
<b>Select two of the following lower-division courses (6 s.h.):</b>		<b>6</b>
MRCH 1508	Apparel Production	
MRCH 1510	Apparel Evaluation	
MRCH 2650	Careers in Merchandising Fashion & Interiors	
MRCH 2661	Fundamentals of Interior Design (include another possible course MRCH 2550 Careers in MRCH)	
MRCH 2663	Materials and Methods	
<b>Select two courses of the following upper-division courses (6 s.h.):</b>		<b>6</b>
MRCH 3710	Special Topics in Merchandising Fashion & Interiors (3 hours)	
MGT 3761	Management Information Systems	
MGT 3771	Social Media and E-Commerce	
MRCH 3715	Fashion Promotion and Fashion Show Production (3 hours)	
MRCH 3720	Fashion and Wearable Technology (3 hours)	
MRCH 3795	Fashion Industry Tour (1-3)	
MRCH 4877	History of Fashion	
MRCH 4879	History of Furnishings and Interiors (3 hours)	
MRCH 5875	Directed Individual Study in Merchandising Fashion & Interiors (1-3)	
MRCH 5895	International Studies in Merchandising Fashion & Interiors (3 hours)	
<b>Required Additional Courses <sup>1</sup></b>		
CSIS 1514	Business Computer Systems	3
MGT 2604	Legal and Social Responsibilities of Business	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	
<b>No Minor is required - 14 elective hrs to 120 , 6 must be upper level</b>		
<b>Total Semester Hours</b>		<b>106-114</b>
<b>Year 1</b>		
<b>Fall</b>		
MRCH 1506	Clothing and Image Development	3
SS 1500	Strong Start Success Seminar	2
ENGL 1550	Writing 1	3
PSYC 1560	General Psychology	3
ART 1540		3
or ART 1541	or Survey of Art History 1	

MRCH 2650	Careers in Merchandising Fashion & Interiors	3
<b>Semester Hours</b>		<b>17</b>
<b>Spring</b>		
MRCH 1508	Apparel Production (lower elective)	3
or MRCH 2661	or Fundamentals of Interior Design	
ENGL 1551	Writing 2	3
MATH 2623	Quantitative Reasoning	3
SOC 1500	Introduction to Sociology	3
CMST 1545	Communication Foundations	3
CSIS 1514	Business Computer Systems	3
<b>Semester Hours</b>		<b>18</b>
<b>Year 2</b>		
<b>Fall</b>		
MRCH 1510	Apparel Evaluation (lower elective)	3
or MRCH 2663	or Materials and Methods	
ECON 2610	Principles 1: Microeconomics	3
PHIL 2625	Introduction to Professional Ethics (SPA)	3
or PHIL 2628	or Business Ethics	
A & H elective		3
CHEM 1500	Chemistry in Modern Living	3
CHEM 1500L	Chemistry in Modern Living Laboratory	1
<b>Semester Hours</b>		<b>16</b>
<b>Spring</b>		
MRCH 2625	The World of Fashion	3
MGT 2604	Legal and Social Responsibilities of Business	3
ACCT 1503	Elementary Accounting	3
or ACCT 2602	or Financial Accounting	
SOC 1500	Introduction to Sociology (SS)	3
FNUT 1551	Normal Nutrition (any SPA elective)	3
or PHLT 1568	or Healthy Lifestyles	
<b>Semester Hours</b>		<b>15</b>
<b>Year 3</b>		
<b>Fall</b>		
MRCH 3705	Fashion Textiles	3
MRCH 3730	Social Psychology of Clothing and Appearance	3
or MRCH 3764	or Family Housing and Technology	
MRCH 3713	Merchandise Buying	3
MKTG 3703	Marketing Concepts and Practice	3
MRCH 3700 or above	upper division elective	
<b>Semester Hours</b>		<b>12</b>
<b>Spring</b>		
MRCH 3740L	Computer Applications for Textiles & Apparel Lab	3
MRCH 3760	Visual Merchandising	3
MKTG 3709	Retail Marketing	3
MGT 3725	Fundamentals of Management	3
MRCH 3700 or above	upper division elective	
<b>Semester Hours</b>		<b>12</b>
<b>Year 4</b>		
<b>Fall</b>		
PHLT 1568	Healthy Lifestyles	3
MRCH 3745	Product Line Development	3
MRCH 4877	History of Fashion	3
MRCH 4836	Internship in Merchandising Fashion & Interiors (Or Summer of Junior Year)	3
<b>Semester Hours</b>		<b>12</b>

**Spring**

MRCH 4870	Global Fashion Economy	3
MRCH 4880	Merchandising Management (Capstone )	3
2 Upper level electives		6
<b>Semester Hours</b>		<b>12</b>
<b>Total Semester Hours</b>		<b>114</b>

***Learning Outcomes***

SL01 Knowledge: Students will demonstrate knowledge and skills needed to succeed in the field of merchandising fashion and interiors.

SL02 Progressive: Students will be cognizant of the changing dynamics in the field of merchandising fashion and interiors and apply the same processes in their learning - e.g. E-commerce, social media marketing, fashion and technology.

SL03 Best Practices: Students will apply principles and strategies identified as best in the field of merchandising fashion and interiors.

SL04 Analysis: Students will analyze, interpret, integrate, and apply merchandising principles in workplace settings.

SL05 Professionalism: Students will engage in professional activities and conduct in preparation for internship, employment, and for further study in the field of merchandising fashion and interiors.