

# Fashion Design and Retailing Advising Handbook

2022 – 2023

This handbook is designed for **you**, a future Fashion Design and Retailing professional. It helps you negotiate your academic life and prepares you for careers in the exciting fashion design and retailing field.

Department of Fashion Design and Retailing  
Framingham State University  
[www.framingham.edu/fashion-design-and-retailing](http://www.framingham.edu/fashion-design-and-retailing)

# Welcome

## **You are now a member of the Framingham State University Fashion Design and Retailing Department (FDR)**

Framingham State University was established in 1839, as the first public teacher training school (known as a Normal School) in the United States. The Fashion Design and Retailing Department, established June 1, 2013, was formerly part of the Consumer Sciences department with over a 100-year history, since 1899, at Framingham State University.



Prior to the 1970s all students in the department majored in Home Economics Education. This degree could have led to a career in secondary school vocational education.



In the 1970s the Clothing and Textiles major was established. In 2002 Clothing and Textiles became Fashion Design and Retailing. Today, as the Fashion Design and Retailing Department in the College of Arts and Humanities, we have 6 fulltime faculty members and approximately 150 FDR majors.

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# Career Options

## The Fashion Design and Retailing Department prepares you for a career in the Apparel Design & Merchandising Industry

There are two concentrations 'Apparel Design' and 'Merchandising'



The **Apparel Design Concentration** prepares you for an exciting career in fashion design, pattern making, personal styling, product coordination, product development, technical design, and research and development.



- You will acquire skills in areas such as advanced apparel construction techniques, computerized design programs, costume history, draping, fashion illustration, flat pattern design, global production, and specification writing.
- Explore creative and technical aspects of the apparel design process.
- Internships are available within the Apparel Design Concentration.



The **Merchandising Concentration** prepares you for an exciting career in corporate strategy planning, retail analysis, retail/wholesale buying, retail management, product development and international product sourcing, fashion promotion, and visual merchandising.



- You will acquire skills in areas such as business plan development, buying office functions, consumer behavior, costume history, fashion promotion, global production systems, international cultures, and trend forecasting.
- Gain an understanding of retail operations from an industry perspective.
- An internship is required for the Merchandising Concentration.

# Suggestions from Previous Students

- Purchase the FSU recommended laptop to ensure campus tech and software support. Specific software recommendations are provided by faculty members.
  - Have basic skills in Microsoft Word®, Excel®, and PowerPoint®.
  - Invest in a portable media storage device such as a flash drive or external hard drive, or online storage space. Be sure to back up your computer often.
  - Students should save all project files from freshman year through senior year. These may be included in the e-portfolio which is built starting in the sophomore year and completed in the senior year. This helps in the job search.
  - Understand professional dress. There is a difference between casual, business casual, and professional dress.
  - Transportation is often needed to attend field trips, internships, and purchasing art supplies and fabrics.
  - See your advisor early and often. Attend group advising meetings.
  - Join a student club or organization. Attend campus events.
  - Attend all class sessions. Participating in class discussions and projects expands your knowledge of the material.
  - It is your education – you get what you put into it!
- 
- **Apparel Design** concentration students need to have a sewing machine and garment bag by sophomore year.
  - Plan your budget for art supplies, fabrics, computer software, and a presentation case. These costs will add up over time.
  - Save fabric swatches and fabric information from all projects to use in your portfolio development.
  - Take photographs of all your designs and garments.
- 
- **Merchandising** concentration students complete Field Study in Merchandising by the end of sophomore year.
  - Begin building a professional wardrobe early. This wardrobe is worn when attending field trips, internships and for formal classroom presentations.
  - Save contact information from employers for your personal resume and future networking opportunities in the field.

# Student Activities

FDR students have various clubs and organizations.

**The Fashion Club** organizes events throughout the semester. The major event is a fashion show featuring only student designers. Other activities include guest speakers, charity campaigns, co-sponsoring campus events, and arranging bus trips to New York.



FSU student organizations include: Black and Gold Orientation Leaders, The Gatepost (University Newspaper), FSU Dance Team, Intramural Sports, Student Government Association (SGA), Student Union Activities Board (SUAB), and many others.



Many students are interested in taking part in a Study Abroad program. These programs can last a few weeks, an entire semester, or even a full academic year. The department may host its own fashion study abroad experience every other summer.

Information is available on several international programs in places such as Florence, Paris, London, and Sydney. Guests are invited to describe their study abroad programs and answer questions. You will work with your advisor to organize your experience. See Transfer Credits for more information on course selection.

For further information, contact the Office of International Programs - Study Abroad & International Students and Scholars in the McCarthy Center.

# FDR Organizations and Affiliations

## FDR Professional Organizations

There are opportunities to join some of the major international industry organizations in the Fashion Design and Retailing Field.

- CSA (Costume Society of America) [www.costumesocietyamerica.com](http://www.costumesocietyamerica.com)
- FGI (Fashion Group International - Boston) [www.boston.fgi.org](http://www.boston.fgi.org)
- ITAA (International Textiles and Apparel Association) [www.itaonline.com](http://www.itaonline.com)

## FDR Program Events and Activities

There are many events sponsored by the Fashion Design and Retailing Department during the academic year. These activities are designed to bring an outside viewpoint on the industry to supplement academic coursework.

- Poster and Presentation Day – an exhibition of Apparel Design Portfolios and Merchandising Business and Buying Plans. This is an annual showcase of student works open to the public.
- Design Competitions and Exhibits – ranges from department sponsored to external juried competitions.
- Careers in Fashion Design and Retailing Industry Panel Workshop – Local professionals and alumni discuss career opportunities in the field.
- Guest speakers - Attend classes and club events to share their expertise in a particular area of fashion design and retailing.
- Field Trips – Visits to industry locations including Natick Soldier Systems Center, Reebok concept store, TJX corporate headquarters, and local businesses.

# Advising

Each student is assigned a faculty advisor when entering the department. Your advisor is a valuable resource for class scheduling, study abroad planning, possible summer courses, and any other questions about graduation requirements. Your advisor is there for more than just registration advice. Check in and discuss your possible career goals, questions about the department, personal interests, and any current academic situations.



Each semester before you can register for classes you must meet with your advisor. There is a PIN number that you need in order to register for courses online. You will receive this PIN at the end of your advising session. Class ranking affects when you need to make an appointment to meet with your advisor. A schedule is posted each semester informing students about the advising period and registration dates.



Prior to your advising appointment put together at least 2 possible schedules for the upcoming semester. You should also have a list of questions for your advisor. The amount of time for your appointment may be limited. Arrive on time and be prepared.



There are 'free electives' that allow you to take courses that you find interesting. These electives are often used to declare a minor, take unique study abroad courses, or expand knowledge on a variety of topics.



An academic minor requires you to complete five courses in a specific department. Some programs specify which courses must be completed in order to earn the minor. It is beneficial to select general education courses that will count towards the minor. This allows you more flexibility with your schedule. Your advisor will assist in this process. Minors popular with FDR students include Art, Business, and Communication Arts.



# Transfer Credits

Transfer students have distinct needs. Your advisors will guide you through the transition process. Upon admittance the registrar will assign you FSU course credit that is compatible with the courses completed at other academic institutions. These typically are associated with your FSU General Education requirements. (Ex: A psychology course from your previous school may transfer in as PSYC 101 General Psychology which is a general education course in one of the three (3) Domains) For more information see Course Sequencing.



Framingham State University uses a 1 course = 4 credit hour system. At FSU a student is considered a full time student when taking 3 – 4 courses. To complete the major in four years, 4 courses are taken a semester. If you have credits from an institution that uses a 1 course = 3 credit hour system there may be some graduation issues that need to be addressed with your advisor.



The Fashion Design and Retailing Department has a 'Transfer Credit Committee' that looks at courses completed at other institutions that may transfer in as FDR courses. Copies of syllabi, projects, and the catalog descriptions are required for a possible course substitution. These substitutions are typically allowed for lower level FDR courses. Apparel Design classes are rarely accepted from other institutions.



Any courses completed outside of FSU are considered transfer courses. Summer courses taken at other higher education institutions, Study Abroad courses, and online courses (not offered through FSU) are examples of transfer credits. These courses must be approved before they are completed by a current FSU student. (See Appendix)

# Course Sequencing

To graduate from FSU with a degree in Fashion Design and Retailing you must:

Complete 32 total courses

- Of these 32 courses, 10 must be General Education (Gen. Ed.) courses
  - There are 10 General Education courses, in the Domain Model
    - The Common Core = ENWR 110 Writing Composition II; and  
MATH/STAT XXX College Level Math Course
  - These courses must be selected from an approved list of courses
- Complete all of the FDR Major Required Core Courses
- Complete all Apparel Design or Merchandising Concentration Required Courses



Each course has a unique course code. The prefix FASH is used for all Fashion Design and Retailing courses. The numbers correspond to the level of that course.

For example, FASH 141 is a freshman level course.



Advance planning is required to complete all of these requirements within four years. Some courses are not offered every semester. Your advisor assists you with course selection to keep you on track. It is best to choose a concentration freshman year.



You may want to take courses at another institution to remain on schedule or to get ahead on your graduation requirements. See Transfer Credits for more information.



Some courses have 'prerequisites' that must be completed before that course can be taken. The course material builds on the information presented in lower level courses. You must take most of your required courses in a very specific order. Most upper level FDR courses have prerequisites.

This is the required course sequence in the FDR major.

FDR Core Courses must be taken in this sequence

FASH 141	Fashion Merchandising: Designer to Consumer
FASH 245	Research Methods for the Fashion Industry
FASH 326 or FASH 362	Fashion Merchandising: Theory and Industry Applications or World Market: Textiles to Retailing

Additional Core Required Courses that do not have prerequisites

FASH 140	Principles of Apparel Construction
FASH 153	Consumer Textiles
FASH 223 <u>or</u> FASH 226	223 History of Costume <u>or</u> 226 History of Textiles
STAT 117	Introduction to Statistics*

\* Requires adequate score on Math Placement Exam

The Apparel Design and Merchandising concentrations have distinct requirements in addition to this common core of required courses. See Appendix B: Advising Forms

# Directed Study Courses

## FASH 003 Field Study in Merchandising (Required – Merchandising)

This is a non-credit 200-hour work experience. This field study will give you experience in the retail environment and should help focus your career goals. This non-credit course may be added as a fifth course during freshman or sophomore year. It meets three times during the semester. You may be able to apply previous retail work experience completed within 5 years. See Dr. Haewon Ju for further information.

## FASH 490 Independent Study in Fashion Design and Retailing (Optional)

This is a one credit course. You work with a faculty advisor on a specific topic. The topic is decided in advance with course requirements determined by the faculty member.

There are regular meetings during the semester to evaluate progress.

Independent studies have been done on topics such as historic costume, couture construction techniques, research in the retail industry, e-tailing, and other topics which expand your knowledge and skill level.

## FASH 496 Internship in Merchandising (Required - Merchandising)

This internship counts as 2 courses. It is a supervised work experience in a professional area of Fashion Design and Retailing. There are specific requirements for this internship. An application is submitted the semester before the internship is scheduled.

Once the application is approved the faculty coordinator helps place you at a retail organization. Previously completed internships are not accepted. See Dr. Haewon Ju for information about the course requirements and the application process. Internships have included corporate headquarters, buying offices, distribution centers, sales showrooms, and retail businesses.

## FASH 495 Internship in Fashion Design (Optional)

This internship may count for one or two course credits based on the number of hours completed. It is a supervised work experience in a professional area of Fashion Design.

# Program Strengths

**The Fashion Design and Retailing Department integrates liberal arts with a strong professional program that infuses technology.**

- Critical thinking skills are incorporated by analyzing each of the goals, acquiring the knowledge, and demonstrating the skills considered necessary by the consumer, business, industry, or society to make profitable and ethical decisions.
- Quantitative skills are incorporated in pattern design calculations, retail mathematics, data analysis in research projects, textile testing, apparel and home furnishing product allocation, buying plan development, and financial statement analysis
- Technology is used in many courses. Freshmen begin with Microsoft Office. Upper classmen learn advanced computer programs used in the Fashion Design and Retailing industry.
- Oral communication skills are developed in a sequential learning process throughout the FDR Department. Students demonstrate these skills in individual presentations, projects, group role-play of business situations, case study analysis, presentation of a design portfolio, and business and buying plans.
- Appreciation of the arts, sciences, and the humanities is integrated into all courses. An art focus is included in History of Costume, Cultural Dress, History of Textiles and all design courses. Scientific principles are taught in textile classes and Research Methods. Concepts in humanities, economics, politics, history, and psychology are taught in Fashion Merchandising, World Market: Textiles to Retailing, History of Textiles, History of Costume, Cultural Dress, and Research Methods for the Fashion Industry.
- Students in the Fashion Design and Retailing major are primarily from New England. Their field study and internship experiences result in contacts with Massachusetts business and provide future professional management-level employees.
- Apparel Design and Merchandising employment contributes to the community and to the economic development of the state.

# Learning Goals

**Students enrolled in the Fashion Design and Retailing program will (for all students in the department):**

1. Apply the principles of design, and motives of dress, to fashion and business theories, as they relate to the overall fashion industry.
2. Evaluate the interrelationships of the textile, apparel, and retailing industries in the global market place.
3. Integrate manual procedures with current technologies, as they relate to business and fashion applications.

**FDR students enrolled in the Apparel Design concentration will:**

UFDA Concentration Objectives

1. Create original apparel designs from initial concept to finished garment utilizing flat pattern, draping, ready-to-wear, tailoring and couture techniques.
2. Present a professional portfolio of design ideas and concepts.

**FDR students enrolled in the Merchandising concentration will:**

UFDM Concentration Objectives

1. Develop professional business, buying and promotion plans to meet the needs of a specific target market by applying principles of retailing.
2. Demonstrate proficiency in retail industry strategies using appropriate methods and technologies.

# Scholarships

- Arlene Handschuch Scholarship for Excellence in Apparel Design
- Judy Z. Flynn Scholarship
- Louisa Nicholass Scholarship
- Catherine Dunn Scholarship for Fashion Design
- Alumni General Scholarship Fund
- Christa McAuliffe Scholarship
- Justin McCarthy Community Service Scholarship

The eligibility requirements for the following scholarships may be obtained from the Financial Aid Office, Dwight Hall, or from the Independent Association of Framingham State Alumni ([www.alumnihouse.org](http://www.alumnihouse.org)) on Adams Road. There will be applications to be completed for scholarship consideration.

- American Sewing Guild Scholarship
- Catherine S. Parker Scholarship Fund
- Kathleen Browne Ittig Scholarship
- Ethel Groves Lucas Scholarship

**For more information on scholarships and FSU Financial Aid visit this website**

<http://www.framingham.edu/admissions/financialaid/scholarships.html>

# FDR FACULTY

## Fashion Design and Retailing Department Chair

Associate Professor Dr. Hae Won **Ju**, Ph.D. [hju@framingham.edu](mailto:hju@framingham.edu)  
Office: Hemenway Hall 210 Phone: (508) 626-4929  
Fashion Merchandising; Fashion Promotion; Retail Buying

## Full Time Faculty

Associate Professor Seunghye **Cho**, MFA [scho@framingham.edu](mailto:scho@framingham.edu)  
Office: Hemenway Hall 234B Phone: (508) 626-4704  
Fashion Illustration; Apparel Design and Construction

Assistant Professor Dr. Laura **Kane**, Ph.D. [lkane@framingham.edu](mailto:lkane@framingham.edu)  
Office: Hemenway Annex 229  
Sketching, Apparel Design and Construction

Professor Dr. Virginia **Noon**, Sc.D. [vnoon@framingham.edu](mailto:vnoon@framingham.edu)  
Office: Hemenway Hall 218A Phone: (508) 626-4705  
Fashion Merchandising; World Market

Associate Professor Pam **Sebor-Cable**, M.S. [pseborcable@framingham.edu](mailto:pseborcable@framingham.edu)  
Office: Hemenway Hall 202 A Phone: (508) 626-4696  
Apparel Design and Construction; Tailoring

Associate Professor Dr. Rui Rui **Zhang**, Ph.D. [rzhang@framingham.edu](mailto:rzhang@framingham.edu)  
Office: Hemenway Annex 234a Phone: (508) 626-4706  
Fashion Merchandising; Omni Channel Retailing

## Adjunct Faculty

Nicola **McEwen**, M.S. [nmcewen@framingham.edu](mailto:nmcewen@framingham.edu)  
Office: Hemenway Annex 223b  
Consumer Textiles, Sustainability in the Fashion Industry

Priscilla Reinhardt **Remis**, M.S. [premis@framingham.edu](mailto:premis@framingham.edu)  
Office: Hemenway Annex 234c  
Apparel Design and Construction, Fabric Structure

Ashli **Ree**, Ed.D. [aree@framingham.edu](mailto:aree@framingham.edu)  
Office: Hemenway Annex 224 Phone: (508) 626-4703  
Designer to Consumer, Theory and Industry Methods  
World Market

## Administrative Assistant

Helen Carmichael [hcarmichael@framingham.edu](mailto:hcarmichael@framingham.edu)  
Office: May Hall 108 Phone: (508) 626-4800



# Appendix A

## Suggested Course Sequence

Suggested\_Course Sequence DESIGN CONCENTRATION Students entering Fall 2019

<b>Year One: Fall Semester</b>	<b>Year One: Spring Semester</b>
FASH 140 Principles of Apparel Construction FASH 141 Fashion: Designer to Consumer FASH 153 Consumer Textiles ENWR 110 Writing Composition II OR STAT 117 Introduction to Statistics	FASH 200 Fashion Sketching and Design ARTS 222 Color and Design FASH 243 Advanced Apparel Construction ENWR 110 Writing Composition II OR STAT 117 Introduction to Statistics
<b>Year Two: Fall Semester</b>	<b>Year Two: Spring Semester</b>
FASH 223 History of Costume OR FASH 226 History of Textiles FASH 245 Research Methods for the Fashion Industry FASH 342 Flat Pattern Design Domain General Education Course	FASH 326 Fashion Merchandising: Theory and Industry Application FASH 352 Draping Domain General Education Course Domain General Education Course
<b>Year Three: Fall Semester</b>	<b>Year Three: Spring Semester</b>
FASH 362 World Market: Textiles to Retailing FASH 330 Digital Tools for the Fashion Industry Domain General Education Course Domain General Education Course	FASH 355 Fabric Structure and Design FASH 357 Fashion Illustration Domain General Education Course Domain General Education Course
<b>Year Four: Fall Semester</b>	<b>Year Four: Spring Semester</b>
FASH 448 Tailoring and Couture Techniques FASH 449 Specialized Apparel Design Open Elective Open Elective	FASH 487 Apparel Design Portfolio Domain General Education Course Open Elective Open Elective

Suggested\_Course Sequence MERCHANDISING CONCENTRATION Students entering Fall 2019

<p><b>Year One: Fall Semester</b></p> <p>FASH 140 Principles of Apparel Construction            FASH 141 Fashion: Designer to Consumer            FASH 153 Consumer Textiles or Domain General Ed            ENWR 110 Writing Composition II OR            STAT 117 Introduction to Statistics</p>	<p><b>Year One: Spring Semester</b></p> <p>FASH 153 Consumer Textiles or Domain General Ed            Domain General Education Course            Domain General Education Course            ENWR 110 Writing Composition II OR            STAT 117 Introduction to Statistics</p>
<p><b>Year Two: Fall Semester</b></p> <p>FASH 003 Field Study in Merchandising (0 credit)            FASH 241 Omni-channel Fashion Retailing            FASH 245 Research Methods for the Fashion Industry            Domain General Education Course            Domain General Education Course</p>	<p><b>Year Two: Spring Semester</b></p> <p>200 Level Restricted Elective            FASH 310 Retail Buying and Analysis I            FASH 326 Fashion Merchandising: Theory and Industry            Application            Domain General Education Course</p>
<p><b>Year Three: Fall Semester</b></p> <p>FASH 223 History of Costume OR            FASH 226 History of Textiles            FASH 362 World Market: Textiles to Retailing            Domain General Education Course            Open Elective</p>	<p><b>Year Three: Spring Semester</b></p> <p>300 Level Restricted Elective            FASH 346 Retailing and Consumer Behavior            FASH 464 Fashion Merchandising: Planning, Policies, &amp;            Implementation            Open Elective</p>
<p><b>Year Four: Fall Semester</b></p> <p>FASH 410 Retail Buying &amp; Analysis II            FASH 452 Fashion Promotion            Domain General Education Course            Open Elective</p>	<p><b>Year Four: Spring Semester</b></p> <p>FASH 496 Internship in Merchandising (2            credits)            Open Elective            Open Elective</p>

# **Appendix B**

## **Concentration Advising Forms**

Fashion Design and Retailing  
**Apparel Design Concentration**

General Education Courses (10 courses):

- \_\_\_ Common Core requirement  
ENWR 110 Writing Composition II
  
- \_\_\_ Common Core requirement  
STAT 117 Introduction to Statistics (required by major)
  
- \_\_\_ I.A. Creative Arts  
 \_\_\_\_\_
  
- \_\_\_ I.B. Humanities  
 \_\_\_\_\_
  
- \_\_\_ I.C Language  
 \_\_\_\_\_
  
- \_\_\_ II.A. Analysis, Modeling, & Problem Solving  
 \_\_\_\_\_
  
- \_\_\_ II.B. Natural Sciences with lab  
 \_\_\_\_\_
  
- \_\_\_ II.B. Natural Sciences without lab  
 \_\_\_\_\_
  
- \_\_\_ III.A. Perspectives on the Past  
 \_\_\_\_\_
  
- \_\_\_ III.B. Perspectives on the Contemporary World  
 \_\_\_\_\_
  
- ✓ \_\_\_ III.C. Global competency, Ethical Reasoning, &or Human Diversity  
Satisfied through completion of the major

Major Requirements

- \_\_\_ FASH 140 Principles of Apparel Construction
- \_\_\_ FASH 141 Fashion: Designer to Consumer
- \_\_\_ FASH 153 Consumer Textiles
- \_\_\_ FASH 223 History of Costume **or** FASH 226 History of Textiles
- \_\_\_ FASH 245 Research Methods in the Fashion Industry
- \_\_\_ FASH 326 Fashion Merchandising: Theory & Industry Applications
- \_\_\_ FASH 362 World Market: Textiles to Retailing
- \_\_\_ STAT 117 Introduction to Statistics (counts towards gen ed)

Concentration Requirements

- \_\_\_ ARTS 222 Color and Design
- \_\_\_ FASH 200 Fashion Sketching & Design
- \_\_\_ FASH 243 Advanced Apparel Construction
- \_\_\_ FASH 330 Digital Tools for the Fashion Industry
- \_\_\_ FASH 342 Flat Pattern Design
- \_\_\_ FASH 352 Draping
- \_\_\_ FASH 355 Fabric Structure and Design
- \_\_\_ FASH 357 Fashion Illustration
- \_\_\_ FASH 448 Tailoring and Couture Techniques
- \_\_\_ FASH 449 Specialized Apparel Design
- \_\_\_ FASH 487 Apparel Design Portfolio

Free Electives

- \_\_\_ Free Elective \_\_\_\_\_
- \_\_\_ Free Elective \_\_\_\_\_
- \_\_\_ Free Elective \_\_\_\_\_
- \_\_\_ Free Elective \_\_\_\_\_

32 total courses are needed to graduate. See catalog for free electives.

Fashion Design and Retailing  
**Merchandising Concentration**

General Education Courses (10 courses):

- \_\_\_ Common Core requirement  
ENWR 110 Writing Composition II
  
- \_\_\_ Common Core requirement  
STAT 117 Introduction to Statistics (required by major)
  
- \_\_\_ I.A. Creative Arts  
 \_\_\_\_\_
  
- \_\_\_ I.B. Humanities  
 \_\_\_\_\_
  
- \_\_\_ I.C Language  
 \_\_\_\_\_
  
- \_\_\_ II.A. Analysis, Modeling, & Problem Solving  
 \_\_\_\_\_
  
- \_\_\_ II.B. Natural Sciences with lab  
 \_\_\_\_\_
  
- \_\_\_ II.B. Natural Sciences without lab  
 \_\_\_\_\_
  
- \_\_\_ III.A. Perspectives on the Past  
 \_\_\_\_\_
  
- \_\_\_ III.B. Perspectives on the Contemporary World  
 \_\_\_\_\_
  
- ✓ \_\_\_ III.C. Global competency, Ethical Reasoning, &or Human Diversity  
Satisfied through completion of the major

Major Requirements

- \_\_\_ FASH 140 Principles of Apparel Construction
- \_\_\_ FASH 141 Fashion: Designer to Consumer
- \_\_\_ FASH 153 Consumer Textiles
- \_\_\_ FASH 223 History of Costume **or** FASH 226 History of Textiles
- \_\_\_ FASH 245 Research Methods in the Fashion Industry
- \_\_\_ FASH 326 Fashion Merchandising: Theory & Industry Applications
- \_\_\_ FASH 362 World Market: Textiles to Retailing
- \_\_\_ STAT 117 Introduction to Statistics (counts towards gen ed)

Concentration Requirements

- \_\_\_ FASH 003 Field Study in Merchandising (0 credit)
- \_\_\_ FASH 241 Omni-channel Fashion Retailing
- \_\_\_ FASH 346 Retailing and Consumer Behavior
- \_\_\_ FASH 310 Retail Buying and Analysis I
- \_\_\_ FASH 410 Retail Buying and Analysis II
- \_\_\_ FASH 452 Fashion Promotion
- \_\_\_ FASH 464 Fashion Merch: Planning, Policies, Implementation
- \_\_\_ FASH 496 Internship in Merchandising
- \_\_\_ FASH 496 (Two Course Credits)

Restricted Elective #1 & #2 (one must be at the 300 level or above)

- \_\_\_ FASH \_\_\_\_\_
- \_\_\_ FASH \_\_\_\_\_

Free Electives

- \_\_\_ Free Elective \_\_\_\_\_
- \_\_\_ Free Elective \_\_\_\_\_
- \_\_\_ Free Elective \_\_\_\_\_
- \_\_\_ Free Elective \_\_\_\_\_
- \_\_\_ Free Elective \_\_\_\_\_

32 total courses are needed to graduate. See catalog for free electives.

Fashion Design and Retailing  
**Merchandising Concentration Continued**

Restricted Electives: Choose a minimum of two  
(One must be at the 300 level or above)

___	FASH 200	Fashion Sketching and Design
___	FASH 243	Advanced Apparel Construction
___	FASH 208	Sustainability in the Fashion Industry
___	FASH 250	Special Topics in Fashion Design and Retailing
___	FASH 253	Cultural Dress
___	FASH 290	Study Tour: Fashion Design and Retailing
___	FASH 330	Digital Tools for the Fashion Industry
___	FASH 342	Flat Pattern Design
___	FASH 352	Draping
___	FASH 354	Advanced Textiles
___	FASH 355	Fabric Structure and Design
___	FASH 386	Apparel Product Development
___	FASH 390	Special Topics in Fashion Design and Retailing
___	FASH 448	Tailoring and Couture Techniques
___	FASH 449	Specialized Apparel Design
___	FASH 455	Case Studies in Fashion
___	FASH 490	Independent Study in Fashion Design and Retailing
___	FASH ___	An additional FASH course