FASHION, BACHELOR OF ARTS (B.A.) WITH A CONCENTRATION IN FASHION MERCHANDISING

The major in fashion merchandising requires a strong background in marketing, business and specialized professional courses with an emphasis on globalization. Students are directed toward assignments that will develop their skills in research, writing, presentation and critical thinking. Graduates find career opportunities in fashion forecasting, product development, advertising and promotion, retail management, buying, and international marketing.

Internships provide not only experience but industry contacts, and are strongly recommended. They may be conducted primarily during the summer semester.

Study abroad programs are readily available for fashion merchandising majors.

Student learning outcomes

Upon completing this program, students will know and know how to do the following:

1. Creative problem-solving and critical thinking: Transferable skills
   Fashion merchandising students will demonstrate creative problem-solving and critical thinking through the completion of assignments and projects from freshman year through the senior capstone project. Throughout the student's tenure in the program, courses include exercises in creative problem-solving and critical thinking around simulation learning, research projects, forecasting projections, management skills and research papers, which includes self- and peer-directed learning.

2. Worldview and multidisciplinary approach to the fashion industry
   Fashion merchandising students will receive a worldview and multidisciplinary approach to the fashion industry through course work, which exhibits the importance of transforming fashion into an ethical and sustainable business model. Encouraging students to be part of the evolution needed in the fashion industry through projects and assignments, which include sustainability, ethics, economics, culture, global supply chain, design principles and the history of contemporary fashion.

3. Dynamic merchandising skills
   Technical skills required in the fashion industry such as Photoshop, Illustrator, CLO 3D, Excel, Word and retail math will be revealed throughout introductory, intermediate and advanced course work. Additionally, students will display skills in portfolio development, the visual presentation of concepts, ideation and design principles.

4. Professionalism
   Fashion merchandising students exhibit professional verbal, visual and digital presentation skills, which includes critical feedback. Additionally, the soft skills of professionalism consisting of punctuality, meeting deadlines, dependability, a sense of urgency and effective communication are central to professionalism.

Degree requirements for Fashion, Bachelor of Arts (B.A.) with a concentration in fashion merchandising

Course | Title | Hours
--- | --- | ---
Select 30 credits of general education courses in consultation with an adviser. | | 30

Major requirements

- Major core requirements
  - FASH 120 Introduction to the Fashion Industry 3
  - FASH 145 Technology in Fashion Merchandising 3
  - FASH 250 Concepts of the Fashion Industry 3
  - FASH 290 Textiles for the Fashion Industry 3
  - FASH 319 Fashion History: The Modern Era 3
  - FASH 340 Merchandising Portfolio 3
  - FASH 341 Merchandise Planning and Control 3
  - FASH 342 Retail Buying Simulation 3
  - FASH 343 Fashion Forecasting 3
  - FASH 380 Fashion Branding 3
  - FASH 440 Line Development Studio 3
  - FASH 443 Fashion Management and Leadership Development 3
  - FASH 445 Fashion Entrepreneurship 3
  - FASH 451 Importing and Exporting Fashion 3

- Additional major requirements
  - Select from any FASH course not otherwise required for degree. 3

- Major electives
  - Select any course. 14

Ancillary requirements

ACCT 202 Accounting for Non-business Majors 3

ARTH 103 Survey of Art I & ARTH 104 Survey of Art II 6

BUSN 162 Digital Literacy: Spreadsheets Skills I 1

BUSN 323 Legal Environment of Business 3

Design history elective

Select from FASH 320, THEA 309, THEA 310 or any additional ARTH course

Marketing courses

MKTG 301 Marketing Principles 15

Select 12 additional credits in MKTG

Open electives

Select any course. 14

Total Hours 120

The minimum number of credit hours required for this degree is 120.

Note: Internships are not required but are strongly recommended. FASH 493 may range from one to six credits.

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.
Freshman year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTH 103 Survey of Art I</td>
<td>3</td>
</tr>
<tr>
<td>FASH 120 Introduction to the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td>FASH 145 Technology in Fashion Merchandising</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 111 Focused Inquiry I (satisfies general education UNIV foundations)</td>
<td>3</td>
</tr>
<tr>
<td>General education course</td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

Spring semester

| ARTH 104 Survey of Art II | 3 |
| FASH 250 Concepts of the Fashion Industry | 3 |
| UNIV 112 Focused Inquiry II (satisfies general education UNIV foundations) | 3 |
| General education course | 3 |
| **General education course** | **3** |
| **General education course** | **3** |
| **Term Hours:** | **15** |

Sophomore year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FASH 290 Textiles for the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301 Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 200 Advanced Focused Inquiry: Literacies, Research and Communication</td>
<td>3</td>
</tr>
<tr>
<td>General education course</td>
<td>3</td>
</tr>
<tr>
<td>Open elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

Spring semester

| BUSN 162 Digital Literacy: Spreadsheets Skills I | 1 |
| FASH 319 Fashion History: The Modern Era | 3 |
| FASH 341 Merchandise Planning and Control | 3 |
| General education course | 3 |
| General education course | 3 |
| Open elective | 3 |
| **Term Hours:** | **15** |

Junior year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FASH 342 Retail Buying Simulation</td>
<td>3</td>
</tr>
<tr>
<td>FASH 343 Fashion Forecasting</td>
<td>3</td>
</tr>
<tr>
<td>Design history elective</td>
<td>3</td>
</tr>
<tr>
<td>Fashion elective</td>
<td>3</td>
</tr>
<tr>
<td>General education course</td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

Spring semester

| ACCT 202 Accounting for Non-business Majors | 3 |
| BUSN 323 Legal Environment of Business | 3 |
| FASH 380 Fashion Branding | 3 |

Senior year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FASH 443 Fashion Management and Leadership Development</td>
<td>3</td>
</tr>
<tr>
<td>Marketing elective (MKTG)</td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

Spring semester

| FASH 340 Merchandising Portfolio | 3 |
| FASH 440 Line Development Studio | 3 |
| Marketing elective (MKTG) | 3 |
| Open electives | 6 |
| **Term Hours:** | **15** |

Total Hours: **120**

Note: Internships are not required but are strongly recommended. FASH 493 may range from one to six credits.

The minimum number of credit hours required for this degree is 120.

Accelerated B.A. and M.S.

The accelerated B.A. and M.S. program allows qualified students to earn both the B.A. in Fashion with a concentration in fashion merchandising and M.S. in Business with a concentration in marketing management in a minimum of five years by completing up to 12 credit hours of approved graduate courses during the senior year of their undergraduate program. Students in the program may count up to three credit hours of graduate courses toward both the B.A. and M.S. degrees. Thus, the two degrees may be earned with a minimum of 147 credits rather than the 150 credits necessary if the two degrees are pursued separately.

In their senior year students would also take up to nine credit hours of graduate-level foundations courses, which are prerequisites for the graduate program.

Students holding these degrees will be very competitive due to the combined knowledge and skills in marketing, culture and business and will be well prepared for success in an increasingly global marketplace.

Entrance to the accelerated program

Interested undergraduate students should consult with their adviser as early as possible to receive specific information about the accelerated program, determine academic eligibility and submit (no later than two semesters prior to graduating with a baccalaureate degree, that is, before the end of the spring semester of their junior year) an Accelerated Program Declaration Form to be approved by the graduate program director. Limited spaces may be available in the accelerated program.

Academically qualified students may not receive approval if capacity has been reached.

Minimum qualifications for entrance to this accelerated program include completion of 90 undergraduate credit hours and an overall GPA of 3.25. Students who do not meet the minimum GPA requirements may submit GRE scores to receive further consideration.
Once enrolled in the accelerated program, students must meet the standards of performance applicable to graduate students as described in the "Satisfactory academic progress (http://bulletin.vcu.edu/academic-reg/grad/satisfactory-academic-progress/)" section of the Graduate Bulletin, including maintaining a 3.0 GPA. Guidance to students admitted to the accelerated program is provided by both the undergraduate School of the Arts adviser and the faculty adviser to the graduate program.

**Admission to the graduate program**

Entrance to the accelerated program enables the student to take the approved shared courses that will apply to the undergraduate and graduate degrees. However, entry into an accelerated program via an approved Accelerated Program Declaration Form does not constitute application or admission into the graduate program. Admission to the graduate program requires a separate step that occurs through a formal application to the master's program, which is submitted through Graduate Admissions no later than a semester prior to graduation with the baccalaureate degree, that is, before the end of the fall semester of the senior year. In order to continue pursuing the master's degree after the baccalaureate degree is conferred, accelerated students must follow the admission to graduate study requirements outlined in the VCU Bulletin.

**Degree requirements**

The Bachelor of Arts in Fashion degree will be awarded upon completion of a minimum of 120 credits and the satisfactory completion of all undergraduate degree requirements as stated in the Undergraduate Bulletin.

A maximum of 12 graduate credits may be taken prior to completion of the baccalaureate degree. Three of these credits, MKTG 672, are shared with the graduate program, meaning that they will be applied to both undergraduate and graduate degree requirements.

The graduate business courses that may be taken as an undergraduate once a student is admitted to the program — and how they apply — are shown in the table below.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 507</td>
<td>Fundamentals of Accounting (graduate foundation; satisfies ACCT 202 or open elective in undergraduate program)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 672</td>
<td>Influencing Consumer Behavior (shared between undergraduate and graduate programs)</td>
<td>3</td>
</tr>
<tr>
<td>FIRE 520</td>
<td>Financial Concepts of Management (graduate foundation; satisfies open elective in undergraduate program)</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 524</td>
<td>Statistical Fundamentals for Business Management (graduate foundation; satisfies open elective in undergraduate program)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Recommended course sequence/plan of study**

What follows is the recommended plan of study for students interested in the accelerated program beginning in the fall of the junior year prior to admission to the accelerated program in the senior year.
FASH 120. Introduction to the Fashion Industry. 3 Hours.
Semester course; 3 lecture hours (delivered online or face-to-face). 3 credits. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising. This is a survey of the apparel industry to guide students to an understanding of the factors contributing to, forming and shaping the fashion industry. Additionally, students are introduced to the art, business and craft in developing and marketing fashion product emphasizing the role of the designer and the various stages of production.

FASH 130. The Meaning of Dress. 3 Hours.
Semester course; 3 lecture hours. 3 credits. An exploration of the fashion system in which individuals participate in the adoption of trends and signifiers to denote political, religious and cultural beliefs or the rejection of specific ideals as reflected through dress. This class will examine how dress enables an individual to identify with a group while simultaneously reflecting individuality through various case studies.

FASH 145. Technology in Fashion Merchandising. 3 Hours.
Semester course; 2 lecture and 2 laboratory hours. 3 credits. Enrollment is restricted to students in the fashion merchandising major or the minor in fashion merchandising. This course introduces students to contemporary technology with emphasis on computer graphics software and design principles in the fashion industry.

FASH 201. Construction Techniques. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising; non-majors may enroll with the permission of the instructor. The basic principles involved in garment construction with emphasis on professional design-room practices in sewing, pressing and finishing of garments.

FASH 203. Patternmaking I. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising; non-majors may enroll with the permission of the instructor. Introduction to the basic principles of 2D and 3D patternmaking. Students learn to develop various patterns using both drafting and draping techniques. Drafted and draped patterns will be used to cut fabric and create garments.

FASH 204. Patternmaking II. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Prerequisites: FASH 201 and FASH 203. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising; non-majors may enroll with the permission of the instructor. Development of intermediate skills and principles of 2D and 3D patternmaking. Students learn to develop various patterns using both drafting and draping techniques. Drafted and draped patterns will be used to cut fabric and create garments.

FASH 205. Fashion Drawing I. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Introduction to the fashion figure working from models and photographs. Covers flat drawing techniques and fashion design theory. Explores different media and the use of color.

FASH 206. Fashion Drawing II. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. Prerequisite: FASH 205. Further development of drawing the fashion figure and expanded exploration of media and materials.

FASH 210. Visual Merchandising. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising. Theory and practical application of visual merchandising techniques in the fashion industry. Development of design concepts, fixturing, layout and presentation for retail, manufacturing and special events. Use of contemporary technology.

FASH 250. Concepts of the Fashion Industry. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion merchandising major or the minor in fashion merchandising. The evaluation and analysis of the fashion and apparel industry with regard to the economy, global markets, and industry practices and trends.

FASH 290. Textiles for the Fashion Industry. 3 Hours.
Semester course; 2 lecture and 1 laboratory hour. 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising. An introduction to the study of fabrics, focusing on fibers, fabric construction and fabric names.

FASH 301. Design I Studio: Draping. 3 Hours.
Semester course; 1 lecture and 4 studio hours (delivered face-to-face or hybrid). 3 credits. May be repeated for a maximum of six credits. Prerequisites: FASH 201, FASH 203 and FASH 204. A course that focuses on draped methods of garment design, reflecting current fashion emphasis.

FASH 302. Design I Studio: Tailoring. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated for a maximum of six credits. Prerequisites: FASH 201, FASH 203 and FASH 204. This course is designed to instruct the student in the traditional and contemporary tailoring techniques. Students will also be introduced to evaluation guidelines for analyzing finished garments.

FASH 303. Design Theory and Illustration I. 3 Hours.
Semester course; 6 studio hours. 3 credits. Prerequisite: FASH 345. Enrollment is restricted to fashion design majors. Students will gain understanding of creative approaches to designing and illustrating garments, from concept to finished illustration.

FASH 304. Design Theory and Illustration II. 3 Hours.
Semester course; 6 studio hours. 3 credits. Prerequisite: FASH 303. Enrollment is restricted to fashion design majors. A continuation and expansion of the skills and theory in the prerequisite course. Students will refine creative approaches to designing and illustrating garments, from concept to finished illustration.

FASH 319. Fashion History: The Modern Era. 3 Hours.
Semester course; 3 lecture hours (delivered face-to-face or hybrid). 3 credits. Prerequisite: UNIV 200 or HONR 200. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising. An in-depth study of fashion from a historical and socio-economic point of view. Supported by a study collection with a focus on research and writing.

FASH 320. Fashion History: The Present Era. 3 Hours.
Semester course; 3 lecture hours (delivered online or face-to-face). 3 credits. This course explores the history of 21st-century fashion and explores designers, trends and movements affecting fashion.
FASH 325. Fashion and Sustainability. 3 Hours.
Semester course; 3 lecture hours (delivered face-to-face or hybrid). 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising or with permission from the instructor. This course presents topics in sustainability and will engage and educate students on how sustainability influences fashion systems from the industry and consumer perspectives. Students experience self-directed and reflective learning that will inform other studies and prepare them for a variety of careers and to become better global citizens.

FASH 330. The Business of Design. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course introduces basic global economics and general design business concepts such as the free enterprise system, legal forms of business and financial considerations. It also surveys business and management practices such as planning, decision-making, communication, global ethics, marketing, human resources, finance and entrepreneurial skills needed to open a design business. Crosslisted as: IDES 330/GDES 330.

FASH 340. Merchandising Portfolio. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: FASH 145 or FASH 345; FASH 343; and FASH 380. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising who have completed a minimum of 60 credit hours (junior standing). Professional preparation for the development of a digital portfolio used in the pursuit of internships and/or career opportunities. Technology-intensive course.

FASH 341. Merchandise Planning and Control. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising who have completed a minimum of 30 credit hours (sophomore standing). Practical application of the retail mathematics used in relation to the calculations for an income statement, markup, markdown, gross margin, turnover and a six-month buying plan.

FASH 342. Retail Buying Simulation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: FASH 341 and BUSN 162. Enrollment is restricted to students in the fashion merchandising major or the minor in fashion merchandising. The practical application of retail buying in relation to the calculations for a six-month buying plan. The simulation includes the projection of sales, markdowns, inventory, gross margin, markup and turnover.

FASH 343. Fashion Forecasting. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising who have completed a minimum of 60 credit hours (junior standing). Using trend forecasting principles to identify and analyze current cultural shifts, students will research and simulate a fashion forecast.

FASH 345. Fashion Communication. 3 Hours.
Semester course; 2 lecture and 2 laboratory hours. 3 credits. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising who have completed at least 30 credit hours (sophomore standing). Students will learn to conceptualize fashion design while gaining an understanding of graphic and illustration software through the utilization of technology as a drawing and communication tool.

FASH 346. Fashion Website Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 145 or FASH 345. Enrollment is restricted to students in the fashion merchandising major or the minor in fashion merchandising. This course examines the fundamental concepts of fashion business website development, primarily related to fashion, branding and e-commerce. The class is a group simulation and includes planning, building, designing, executing, marketing, branding and maintaining a successful fashion e-commerce website and social media platforms.

FASH 350. Fashion Promotion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising who have completed a minimum of 60 credit hours (junior standing). An in-depth analysis of the technical and creative approaches to fashion promotion, which includes advertising, visual merchandising, publicity and events.

FASH 360. Merchandising Luxury Fashion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising who have completed a minimum of 30 credit hours (sophomore standing). This course is an exploration of the merchandising of the luxury fashion sector, which includes the forecasting, product development, branding, marketing, buying, selling and counterfeiting of luxury products. Students explore the luxury fashion industry through lectures, assignments and face-to-face exposure to suppliers, manufacturers and retailers in the luxury sector.

FASH 370. Design History: 20th and 21st Centuries. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: ARTF 105-106. Study of the major theories and styles on communication arts, fashion and interior environments of the 20th and 21st centuries. Contemporary analysis of cultural conditions and the manner in which designers respond to those conditions. Crosslisted as: GDES 370/IDES 370.

FASH 380. Fashion Branding. 3 Hours.
Semester course; 3 lecture hours (delivered face-to-face or hybrid). 3 credits. Prerequisite: FASH 120. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising who have completed a minimum of 30 credit hours (sophomore standing). An in-depth study of the concept of fashion branding and the processes necessary to successfully develop or redevelop a fashion brand.

FASH 390. Historic and Ethnic Textiles. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 290 or IDES 446 or permission of instructor. An examination of the history of textile design and production around the world. Crosslisted as: INTL 390.

FASH 391. Fashion Workshop. 1-3 Hours.
Semester course; 1-3 workshop hours (delivered online, face-to-face or hybrid). 1-3 credits. May be repeated for a maximum total of six credits. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising. A topical workshop offered in various areas of fashion not included in the regular curriculum.

FASH 392. Exploring Textile Applications. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Corequisite: FASH 290. Enrollment is restricted to students in the fashion majors or the minor in fashion merchandising. This advanced course uses a hands-on approach to examine textiles and textile applications as they are used within the fashion industry.
FASH 401. Design II Studio. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated for a maximum of nine credits. Prerequisites: FASH 301 and FASH 302. A series of upper-level design classes for the advanced or skilled student, reflecting current topics in the fashion industry. See the Schedule of Classes for specific topics to be offered each semester.

FASH 402. Design II Studio. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated for a maximum of nine credits. Prerequisites: FASH 301 and FASH 302. Enrollment is restricted to junior- and senior-level fashion design students who have completed all sophomore studio courses. A series of upper-level design classes for the advanced or skilled student, reflecting current topics in the fashion industry. See the Schedule of Classes for specific topics to be offered each semester.

FASH 403. Design Theory and Illustration I. 3 Hours.
Semester course; 1 lecture and 4 studio hours. 3 credits. May be repeated. Prerequisite: completion of all Department of Fashion sophomore studio courses. A series of design theory and illustration topics that address current fashion and support the Department of Fashion design courses. See the Schedule of Classes for specific topics to be offered each semester.

FASH 404. Design Portfolio. 4 Hours.
Semester course; 2 lecture and 4 studio hours. 4 credits. Prerequisite: FASH 304. Advanced design theory and illustration course that teaches students to develop senior portfolios of original design work, including other tools and presentation skills with mock interviews necessary in order to obtain jobs in the field of fashion design.

FASH 405. Middle of Broad Studio. 3 Hours.
Semester course; 6 studio hours. 3 credits. Prerequisites: ARTF 131, ARTF 132, ARTF 133 and ARTF 134. Students will work in an interdisciplinary design environment on community-based design projects. The course is a designated service-learning course.

FASH 440. Line Development Studio. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: FASH 342; or FASH 301 and FASH 302. Enrollment is restricted to fashion majors or the minor in fashion merchandising who have completed a minimum of 90 credit hours (senior standing). The fundamentals of producing a line of apparel from the design concept to the consumer will be explored. Students will collaborate and work on teams with emphasis placed on market research, specification sheets, costing, sourcing, production and sales, which will yield a three-dimensional item/object. The course requires an online promotional component.

FASH 442. Fashion Event Planning. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to fashion merchandising majors with departmental approval. A practical application of the production, planning and execution of professional fashion events.

FASH 443. Fashion Management and Leadership Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to fashion majors or the minor in fashion merchandising who have completed a minimum of 60 credit hours (junior standing). The study of advanced leadership skills as they relate to the fashion industry. Topics include team-building, negotiations, ethics, time and stress management, and cross-cultural communications.

FASH 444. Fashion Entrepreneurship. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 342. Enrollment is restricted to fashion majors or the minor in fashion merchandising who have completed a minimum of 90 credit hours (senior standing). This course applies the objective and decision-making procedures inherent in successful entrepreneurship. Quantitative strategies are applied as students develop a model for a business plan.

FASH 450. Line Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment restricted to fashion majors. Students will learn the fundamentals of producing a line of apparel, accessories or home fashions from conception to consumer. Emphasis will be placed on market research, specification sheets, costing, sourcing, production and sales.

FASH 451. Importing and Exporting Fashion. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FASH 342. Enrollment is restricted to students in the fashion merchandising major or the minor in fashion merchandising. Examination of U.S. import/export theory, government regulations and global sourcing. Students will gain insight into the dynamics and cultures of the international fashion marketplace and global supply chains.

FASH 490. Fashion Seminar. 1 Hour.
Short course (5 weeks); 3 lecture hours. 1 credit. A professional seminar for senior fashion majors. Lectures will cover career opportunities and job preparation.

FASH 491. Studio Topics in Design. 1-3 Hours.
Semester course; 2-6 studio hours. 1-3 credits. May be repeated with a different topic for a maximum of six credits. Prerequisites: FASH 301 and FASH 302. An in-depth study of a selected topic in fashion not included in the curriculum. See the Schedule of Classes for specific topics to be offered each semester.

FASH 492. Independent Study in the Fashion Industry. 1-3 Hours.
Semester course; 1-3 independents study hours. 1-3 credits. May be repeated for a maximum of six credits. Enrollment is restricted to fashion majors who have completed a minimum of 60 credit hours (junior standing) and with department chair approval. Independent study is limited to those students who have demonstrated intense commitment to a particular area of study within the fashion industry. This course will not substitute for a degree requirement. A contract between the supervising faculty and the student will clearly define the learning outcomes and expectations.

FASH 493. Fashion Internship. 1-6 Hours.
Semester course; 1-6 practicum hours. 1-6 credits (40 work hours per credit). May be repeated for a maximum of six credits. Enrollment is restricted to fashion majors who have completed a minimum of 60 credit hours (junior standing). A practicum in which students apply gained fashion program knowledge at a departmental approved company.