

MERCHANDISING

The **Merchandising Concentration** prepares students through structured learning processes to understand industry innovations, challenging careers, current trends, and the impact of globalization, technological advances and the expansion of designers into new and broader categories. The merchandising concentration covers both the retailers and manufacturers' needs for merchandisers and product developers. Merchandising reflects the planning, organizational, and sales aspects of the fashion business. Students learn how to merchandise apparel products and how to develop planning modules. They will understand target markets and how to develop promotional plans for various products and events to meet the goals of a successful business.

The opportunities for employment are varied and depend upon the students' interests and abilities. Careers are available in retailing as buyer, planner, manager, fashion coordinator, market researcher; in promotion ad display coordinator, public relations director, advertising manager; in wholesaling as manufacturing representative, showroom sales associate, and in apparel and textile manufacturing as sales associate, piece goods buyer, merchandising manager, market research; in publications as Fashion Stylist, advertising manager, and fashion editor.

Guest speakers, field trips, and study tours permit students to have contact with businesses and industry professionals. Qualified students may gain additional professional experiences through multiple internships.

Student Learning Outcomes

Graduates with a **Bachelor of Art in Fashion with Merchandising Concentration** will be able to:

1. Apply the key principles and elements of fashion design and merchandising.
2. Research, define, and evaluate criteria and requirements for merchandise apparel products and develop planning modules. Discuss factors relevant to design history and theory that constitute apparel quality and fit.
3. Develop promotional planning strategies for target markets, products, and events within the fashion industry.
4. Identify and apply the phases of fashion development from design to production and marketing to sales.
5. Utilize the appropriate technologies to develop visual merchandising layouts, displays, events, and presentations.

Degree Requirements

In addition to the General Degree Requirements as published in the Clark Atlanta University Undergraduate Catalog, students pursuing the Bachelor of Arts Degree in Fashion with a concentration in Merchandising must complete the following courses:

Code	Title	Hours
Required Common Courses		
CART 101	Art Foundation I	3
CART 102	Art Foundation II	3
CART 277	Computer Imaging Basics	3
CFAS 210	Principles of Fashion Industry	3
CFAS 220	History of Costume	3
CFAS 230	Textiles	3
CFAS 250	Visual Merchandising	3

CFAS 314	Promotional Planning Strategy	3
CFAS 440	Retail Management	3
CFAS 420	Fashion Show Production	3
CFAS 480	Internship	3

Additional Required Courses for Merchandising

CFAS 201	Creative Fashion Presentation	3
CFAS 325	Wardrobe Styling & Consulting	3
CFAS 401	Retail Mathematics	3
CFAS 402	Fashion Buying & Planning	3
CFAS 425	Case Studies Fashion Marketing	3
CFAS 430	Trend Forecasting	3
CFAS 490	Fash Merchandising Sr Seminar	3

Merchandising Concentration Electives

Select one of the following:		3
CART 275	Photography I	
CART 379	Advanced Computer Imaging	
CBUS 206	Management Info Systems	
CBUS 209	Acctg for Non-Business Students	
CECO 250	Principles of Economics	
CBUS 335	Principles of Marketing	
CBUS 336	Consumer Behavior	
CBUS 431	Principles of Advertising	
CBUS 340	Principles of Management	
CBUS 372	Personnel Management	
CBUS 480	Entrepreneurship & Enterprise	
CMMA 201	Survey of Media & Society	
CMMA 301	News Editing I	
CMMA 338	Media Advertising & Sales	

Other University Requirements

CGED 100	First Year Seminar	1
CGED 101	1st-Year Seminar	1

Free Electives

Fashion Design Free Electives ¹	24
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Total Hours	83
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¹ Free Electives should be chosen in consultation with the advisor depending on the choice of minor or stackable credentials.

Art, B.A., with Fashion Merchandising Concentration

Course	Title	Hours
First Year		
First Semester		
CART 101	Art Foundation I	3
CENG 105	College Composition I (Area D)	3
CGED 100	First Year Seminar	1
CXXX	Natural Sciences Option (Area C)	3
CFAS 210	Principles of Fashion Industry	3
CXXX	Social/Behavioral Sciences (Area B)	3
Hours		16
Second Semester		
CART 102	Art Foundation II	3

CENG 106	College Composition II (Area D)	3	Free Elective ¹	3
CGED 101	1st-Year Seminar	1		
CMAT 104	Finite Mathematics (or higher (Area C))	3		
CFAS 220	History of Costume	3		
CART 277	Computer Imaging Basics (Area E)	3		
	Hours	16		
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			Hours	15
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			Total Hours	122

¹ Free Electives should be chosen in consultation with the advisor depending on the choice of minor or stackable credentials.

Second Year

First Semester

CFAS 201	Creative Fashion Presentation	3
CFAS 230	Textiles	3
CFAS 250	Visual Merchandising	3
CSTA 101	Fundamentals of Speech (Area D)	3
Free Elective ¹		3
	Hours	15

Second Semester

CFAS 325	Wardrobe Styling & Consulting	3
CXXX	Fashion Elective	3
CXXX	Social/Behavioral Sciences Option (Area B)	3
CXXX	Humanities/Fine Arts Option (Area A)	3
CXXX	Minor or Credential course	3
	Hours	15

Third Year

First Semester

CFAS 401	Retail Mathematics	3
CFAS 440	Retail Management	3
CXXX	Humanities/Fine Arts Option (Area A)	3
CXXX	Minor or Credential course	3
Free Elective ¹		3
	Hours	15

Second Semester

CFAS 402	Fashion Buying & Planning	3
CFAS 314	Promotional Planning Strategy	3
CXXX	Financial Literacy Option (Area E)	3
CXXX	Minor or Credential course	3
Free Elective ¹		3
	Hours	15

Fourth Year

First Semester

CFAS 430	Trend Forecasting	3
CFAS 480	Internship	3
CXXX	Minor or Credential course 300/400 level	3
CXXX	Minor or Credential course	3
Free Elective ¹		3
	Hours	15

Second Semester

CFAS 420	Fashion Show Production	3
CFAS 425	Case Studies Fashion Marketing	3
CFAS 490	Fash Merchandising Sr Seminar	3
CXXX	Minor or Credential course 300/400 level	3