Bachelor of Science in Fashion Merchandising & Management (FASH)
Overview

- B.S. in Fashion Merchandising & Management prepares students for dynamic careers in the global fashion industry.
- 130+ majors
- Full time Faculty
  - Dr. Dong Shen
  - Dr. Minjeong Kang
Careers in Fashion Merchandising & Management

- Fashion Merchandising & Business
  - Fashion Merchandiser
  - Fashion Coordinator
  - Retail Buyer
  - Sales Representative
  - Retail Store Manager
  - Retail Regional and District Manager
  - Visual Merchandiser
  - Stylist
  - And more
Careers in Fashion Merchandising & Management

- **Fashion Creation**
  - Fashion Designer
  - Pattern Maker
  - Technical Designer
  - Theater Costume Designer
  - Production Manager
  - Quality Control Analyst
  - And more
Careers in Fashion Merchandising & Management

- Other Key Supporting Areas
  - Fashion Forecaster
  - Fashion Reporter
  - Fashion Editor
  - And more
Where are our FASH graduates – to name a few

NIKE
Levi’s
Buckle
Mikael Kors
Nordstrom
Tiffany & Co.
macy's
Target
kate spade
Céline
Kohl’s
alexanderwang
Groups of Key Courses

- Foundation Courses (3)
- Upper Division Fashion Courses (9)
Foundation Courses 1/3

FASH 30 Fashion and Human Environment
(Lower Division GE area D)

An introduction to the study of fashion and human environment and how fashion is perceived, marketed, and internalized within individuals across Western and non-Western cultures. It addresses both internal factors such as psychological, aesthetic and self-image, and external factors such as social, economic, cultural and political experiences.
Foundation Courses 2/3

- **FASH 31 Textiles**

Study of the characteristics of fibers, yarns, fabrics, and finishes. Emphasis on fabric performance serviceability and how it affects consumer satisfaction. Discussion of environmental concerns in the textile industry and laws relating to textile products.
Foundation Courses

❖ FASH 32 Fundamentals of Apparel Production

Principles of fit and design. Applied basic construction with emphasis on standards and custom techniques. Characteristics of fabrics used; individual pattern adjustment. Includes lecture, discussion, demonstration and lab.
Upper Division Fashion Courses  1/9

❖ FASH 130 History of Fashion

A study of dress in Western civilization from ancient times through the present. Emphasis on the contributions and perspectives of women as well as differing roles in the production, dissemination, and consumption of clothing in relation to socioeconomic groups.
FASH 131 Quality Analysis: Apparel

Analysis of apparel construction and production; current industrial and technological developments. Discussion of sizing and quality standards with emphasis on identification of fabrics, garment styles, finding and trims.
FASH 133 Creative Principles of Apparel Design

Study of the functional and aesthetic elements of apparel design. The creative process and development of illustrative techniques. Development of creative approaches using different techniques with emphasis on elements of design, and selection and organization of colors, forms, materials and accessories for apparel production.
Upper Division Fashion Courses  4/9

- FASH 134 Introduction to Fashion Industry

Designed to develop an awareness and understanding of the total fashion industry including past, present and future directions of costume design, manufacturing, textiles, retailers' publications, buying offices, advertising and the consumer.
Upper Division Fashion Courses  5/9

❖ FASH 135 Merchandise Buying

Basic buying class. Detailed study of merchandising mix, purchasing plan, inventory plan, assortment plan, pricing, markdown, markup, and reports. Review of planning and control processes and the buyer's role in merchandise management and decision-making.
FASH 136 Fashion Retailing

An in-depth exploration of fashion retailing from different perspectives, including organizational structure, store location and image with a focus on visual merchandising techniques, and fashion advertising and promotion strategies.
Upper Division Fashion Courses  7/9

**FASH 137 Clothing, Society, and Culture**

(Upper Division GE Area D)

Study of the relationship of humans and clothing within their cultural and social environment. Introduction to the fundamentals of social psychology in the examination of clothing and appearance. Clothing and appearance are studied as forms of nonverbal communication and as devices for expressing cultural and social values.
FASH 139 Textiles and Apparel in the Global Economy

Overview of global factors affecting the textiles and apparel industries and trade, the impact of textiles and apparel industries on the economy and consumers, the US textiles and apparel in the global economy, and strategies for balancing conflicting interest.
Upper Division Fashion Courses

- **FASH 148 Fashion Law**

An overview of legal issues affecting the fashion industry and its professionals with an emphasis on fashion entrepreneurship, design, advertising and promotion, production, sourcing, marketing and retailing. Students will also learn about fashion regulatory and policy issues, intellectual property (copyright, trademarks, patents), contractual agreements, leasing, commercial operations and expansion, and the international development of a fashion business.
Costume Collection

The Costume Collection was established several decades ago and represents apparel from different historical eras.

The purpose of the costume collection is twofold. First, it provides important teaching materials for multiple classes in the fashion program. The second purpose reflects our commitment to our role as an anchor university.
Student Fashion Association

Student Fashion Association is a student organization welcome to all majors who have a passion for fashion. It provides a platform for students to apply what they learn in the classroom to the fashion world. More importantly, it helps our students to network and learn the fashion industry through exploring the exciting career opportunities for their future.