Fashion Merchandising (FM)

FM 1330. Introduction to Fashion Merchandising. Survey of the fashion industry including an overview of the development, production and distribution of fashion goods and services. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter. TCCN: HECO 2311.

FM 1332. Textiles. A consumer-oriented study of the relationship of fibers, fabrics, and textile product end-uses. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter. TCCN: HECO 1320.

FM 2330. Fashion Promotional Strategies I. The study of promotional strategies unique to the fashion industry. Emphasis is placed on techniques used at the retail level. Prerequisite: FM 1330. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 2334. Textile Product Analysis. The study of textile product quality control issues important to manufacturers, retailers, and consumers. Emphasis is placed on evaluating quality based on appearance, cost, durability, and end-use of textile products. Prerequisites: FM 1330 and FM 1332. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 2335. Gender, Appearance, and Society. The investigation of the role of dress and appearance in nonverbal communication, development of the self and gender identity, and social interactions of individuals with a particular emphasis on diverse appearances by various cultural groups. Prerequisites: FM 1330 and FM 1332. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 3330. Fashion Buying Principles I. Quantitative concepts used in merchandising fashion goods with an emphasis on profitability. Prerequisites: FM 1330 and MATH 1315 or MATH 1319. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 3332. Fashion Promotional Strategies II. The study of promotional strategies unique to the fashion industry. Emphasis is placed on techniques initiated by manufacturers and wholesalers of fashion products. Prerequisites: FM 2330. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 3334. Fashion Merchandising Administration. The study of human resource management in the fashion industry including recruitment, development, assessment, and compensation. Prerequisite: FM 1330. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 3335. Pre-history to Renaissance Textiles, Dress and Adornment. Survey of textiles, dress and adornment from pre-history through the ancient Eastern and Middle Eastern cultures to the development of Western civilization ending with the Northern Renaissance. Prerequisites: FM 1330 and FM 1332. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 3336. Baroque to Modern Western Dress and Adornment. Chronological study of Western dress and adornment from the Baroque period through modern times. Emphasis on the socio-economic, political, and technological factors contributing to the evolution of fashion. Prerequisites: FM 1330 and FM 1332. 3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Standard Letter.

FM 4101. Special Problems in Fashion Merchandising. A study of selected areas of Fashion Merchandising. Repeatable for credit with different emphasis. 1 Credit Hour. 0 Lecture Contact Hours. 2 Lab Contact Hours. Course Attribute(s): Exclude from 3-peat Processing. Grade Mode: Standard Letter.

FM 4111. Specialty Fashion Markets: Career Day. On-site study of current textile, merchandising, retail and promotional trends and fashion career related topics. Prerequisite: FM 1330 and FM 1332. 1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours. Course Attribute(s): Exclude from 3-peat Processing. Grade Mode: Standard Letter.
FM 4122. Special Events: Fashion.
The study of all facets involved in planning, organizing, and implementation of a fashion related special event. Prerequisite: FM 2330. about Special Events: Fashion
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
about Special Events: Fashion

FM 4301. Internship in Fashion Merchandising.
This course is an Internship in Fashion Merchandising-related professions focused on production, distribution, or retailing of fashion goods, or auxiliary services. Repeatable for credit once. (WI). about Internship in Fashion Merchandising
3 Credit Hours. 0 Lecture Contact Hours. 6 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Writing Intensive
Grade Mode: Standard Letter
about Internship in Fashion Merchandising

FM 4302A. Special Events Planning.
An in-depth study of selected topics and emerging issues related to the planning of special events. Emphasis will be on planning, organizing, implementing and evaluating special events. about Special Events Planning
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Special Events Planning

FM 4302B. Specialty Fashion Markets.
An in-depth study of specialty fashion markets including historic background; significance of the market; terminology; product assortment, development, production and distribution; and trend analysis. about Specialty Fashion Markets
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Specialty Fashion Markets

FM 4302F. Trends Forecasting and Social Media.
This special topics course in Fashion Merchandising will focus on specific methods for forecasting fashion trends and the role of social media in the diffusion of fashion trends. about Trends Forecasting and Social Media
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Trends Forecasting and Social Media

FM 4320. Fashion Merchandising in Domestic Markets.
An on-site study of domestic fashion market centers. Course examines the design, production, and distribution of fashion products and services at various market levels. Repeatable for credit with different emphasis. about Fashion Merchandising in Domestic Markets
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
about Fashion Merchandising in Domestic Markets

FM 4331. Fashion Buying Principles II.
A study of the roles and responsibilities of fashion merchandise buyers. Emphasis on retail buying functions, including developing merchandise plans, selecting products, negotiating terms, and monitoring performance. Prerequisite: FM 3330. about Fashion Buying Principles II
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Fashion Buying Principles II

FM 4334. Fashion Product Development.
The course will focus on fashion product development for target markets. Emphasis of the course will be placed on line development, product specification, color and textile selection, sizing and product costing. Prerequisites: FM 2330, FM 2334, and FM 2335. about Fashion Product Development
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Fashion Product Development

An analysis of variables, concepts and theories related to the role of the consumer in fashion and fashion product consumption. Prerequisite: FM 2335. about Principles of Fashion Consumption
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Principles of Fashion Consumption

FM 4337. Fashion Merchandising.
The study of managerial decisions in fashion retailing with an emphasis on operational issues. Prerequisites: FM 1330, FM 2330, FM 3330, and FM 3334, or consent of instructor. about Fashion Merchandising
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter
about Fashion Merchandising

FM 4338. Enterprise Development.
Principles and procedures used in creating successful enterprises to meet consumer demand, including consumer research, logistical issues, and strategic planning. Examines various product and service offerings in traditional and non-traditional outlets. about Enterprise Development
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Enterprise Development

FM 4339. Fashion Economics.
Economic perspective of textile products, production and global sourcing with emphasis on U.S. fashion industries. Prerequisite: FM 1330, FM 1332, and ECO 2301, or ECO 2314 and ECO 2315. (WI). about Fashion Economics
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter
about Fashion Economics
FM 4340. Fashion Merchandising in International Markets.
Study of Fashion Merchandising topics in international settings. Emphasis will be placed on market differences and cultural awareness, and the implications within Fashion Merchandising professions. Repeatable for credit with different emphasis. (MC).

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Multicultural Content
Grade Mode: Standard Letter

FM 4391. Independent Study in Fashion Merchandising.
Independent reading and/or research on a specific topic related to students' primary area of interest. Work may consist of research, reviews, and integration of existing literature or other appropriate independent work. May be repeated once for credit with approval of instructor. Prerequisites: FM 1330 and consent of instructor. (WI).

3 Credit Hours. 0 Lecture Contact Hours. 6 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Writing Intensive
Grade Mode: Standard Letter