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. Aesthetics and Branding.
The study of promotional strategies unique to the fashion industry. Emphasis is placed on techniques used at the retail level. Prerequisite: FM 1330 with a grade of "C" or better.
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 all with a grade of "C" or better.
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.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

FM 2336. Introduction to Merchandising Technology.
This course introduces new technologies and industry software used in the merchandising industry and prepares students to take advanced courses that rely on these technologies and software. Topics include Adobe Photoshop and Illustrator, Microsoft Excel, SPSS statistics, and Space Planning software.
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 2334 or FM 2336; and MATH 1315 or MATH 1316 or MATH 1319, all with a grade of "D" or better.
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 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

FM 3333. Merchandise Presentation and Planning.
This course is designed to apply critical thinking skills within the context of retail store space planning and presentation, product category management, and merchandise allocation for a variety of retail business types. Prerequisite: FM 2330 and (FM 2334 or FM 2336) all with a grade of "C" or better.
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 with a grade of "C" or better.
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.
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.
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 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. Prerequisite: FM 3334.
3 Credit Hours. 0 Lecture Contact Hours. 6 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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. Prerequisite: FM 3334.
3 Credit Hours. 0 Lecture Contact Hours. 6 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
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.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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

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

FM 4302G. Creative Problem Solving.
An in-depth study of selected topics or emerging issues of particular relevance to Fashion Merchandising professionals. Course may be repeated for credit with a different emphasis. Prerequisite: FM1332, ID2325 or NUTR1362.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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

FM 4331. Fashion Buying Principles II.
This course is a study of the fashion merchandise buyer, planner, and allocator roles emphasizing retail merchandising functions. These include developing merchandise plans, selecting products, and negotiating terms. Using best-practice industry software, students will analyze merchandising data to manage inventory levels, and evaluate performance of sales and profit. Prerequisite: FM 3330 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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 1332, and FM 2334 or FM 2336, with grades of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

An analysis of variables, concepts and theories related to the role of the consumer in fashion and fashion product consumption. Prerequisite: FM 2335 with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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

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.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

FM 4339. Fashion Economics.
Economic perspective of textile products, production and global sourcing with emphasis on U.S. fashion industries. Prerequisite: ECO 2301 or ECO 2315 or ECO 2314, all with a grade of "D" or better; and FM 1330 and FM 1332, all with a grade of "C" or better. (WI).
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

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. (MULT).
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 with a grade of "D" or better, 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