FASHION MERCHANDISING - B.S.

College of the Arts
School of Fashion Design and Merchandising
www.kent.edu/fashion

About This Program

Our Bachelor of Science in Fashion Merchandising prepares you for a dynamic career in the fashion industry, with hands-on learning experiences, industry connections and opportunities for internships and study abroad. Enroll now and turn your passion for fashion into a rewarding career. Read more...

Contact Information

- Program Coordinator: **William Hauck** | whauck@kent.edu | 330-672-0135
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

Examples of Possible Careers and Salaries*

Buyers and purchasing agents

- -8.8% decline
- 449,300 number of jobs
- $66,690 potential earnings

Sales representatives, wholesale and manufacturing, except technical and scientific products

- 0.9% little or no change
- 1,399,700 number of jobs
- $62,070 potential earnings

Additional Careers

- Supply chain manager
- Inventory planner
- Merchant
- Sourcing
- Product development
- Public relations
- Social media
- E-commerce specialist
- Visual merchandiser
- Merchandise analyst
- Allocation analyst
- Supply chain management
- Creative director
- Event planner
- Stylist
- Logistics
- Retail management
- Marketing (mall & shopping centers)
- Trend forecasters
- Museum
- Procurement (buyer & planner) - government, health, entertainment, non-profit, fashion media, editorial

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Freshman Students: Admission to the Fashion Merchandising major is selective. Prospective applicants must have a minimum 3.000 overall grade point average (on a 4.000 scale).

Transfer Students: Admission to the Fashion Merchandising major requires a minimum 2.750 overall GPA based on minimum 24 credit hours of college-level coursework at an accredited institution. Those students meeting this GPA requirement but with fewer than 24 credit hours will be evaluated as new freshmen.

Students who do not meet the criteria for admission to the Fashion Merchandising major may be eligible for admission to the Pre-Fashion Design and Merchandising non-degree major. In addition, students who do not meet the admission criteria may initiate the process for declaring the B.S. degree in Fashion Merchandising after completing minimum 12 credit hours of non-developmental coursework at Kent State University and earning a minimum 2.750 overall GPA.

International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE score or minimum 100 Duolingo English score, or by completing the ELS level 112 Intensive Program. For more information on international admission visit the admissions website for international students.

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
FDM 10010	FASHION FUNDAMENTALS	3
FDM 10023	FASHION VISUALS	1
FDM 10024	FASHION VISUALS LABORATORY	2
FDM 10033	FASHION FABRICS	1

FDM 10034	FASHION FABRICS LABORATORY	2
FDM 10043	SUSTAINABLE FASHION THINKING	1
FDM 10044	SUSTAINABLE FASHION THINKING LABORATORY	2
FDM 10053	INTRODUCTION TO FASHION TECHNOLOGY	1
FDM 10054	INTRODUCTION TO FASHION TECHNOLOGY LABORATORY	2
FDM 20030	FASHION APPAREL ANALYSIS	3
FDM 20263	FASHION RETAIL INDUSTRY	3
FDM 25011	FASHION BRANDING	3
FDM 30083	PROFESSIONAL SEMINAR	3
FDM 30260	PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY	3
FDM 30262	FASHION MERCHANDISE PLANNING AND BUYING	3
FDM 30270	TRENDS AND PREDICTIVE ANALYTICS IN FASHION	3
FDM 40262	DATA-BASED DECISION-MAKING IN FASHION RETAILING	3
FDM 40270	FASHION INDUSTRY RESEARCH METHODS (WIC) [1]	3
FDM 40280	GLOBAL FASHION VALUE CHAIN	3
FDM 40299	APPLIED PRINCIPLES IN FASHION MERCHANDISING (ELR)	3
FDM 45192	INTERNSHIP IN FASHION MERCHANDISING (ELR)	3
Fashion Study Away Requirement [2]		
Additional Major Electives, choose from the following: [3]		9
Any Fashion Design and Merchandising (FDM) course		
Any Accounting (ACCT) Upper-Division course (30000 or 40000 level)		
Any Architectural Studies (ARCS) Upper-Division course (30000 or 40000 level)		
Any Art History (ARTH) Upper-Division course (30000 or 40000 level)		
Any Art Studio (ARTS) Upper-Division course (30000 or 40000 level)		
Any Business Administration Interdisciplinary (BUS) Upper-Division course (30000 or 40000 level)		
Any Business Analytics (BA) Upper-Division course (30000 or 40000 level)		
Any Computer Information Systems (CIS) Upper-Division course (30000 or 40000 level)		
Any Design Innovation (DI) Upper-Division course (30000 or 40000 level)		
Any Economics (ECON) Upper-Division course (30000 or 40000 level)		
Any Entrepreneurship (ENTR) Upper-Division course (30000 or 40000 level)		
Any Finance (FIN) Upper-Division course (30000 or 40000 level)		
Any Management (MGMT) Upper-Division course (30000 or 40000 level)		
Any Marketing (MKTG) Upper-Division course (30000 or 40000 level)		
Any Media and Journalism (MDJ) Upper-Division course (30000 or 40000 level)		
Any Theatre (THEA) Upper-Division course (30000 or 40000 level)		
Any Visual Communication Design (VCD) Upper-Division course (30000 or 40000 level)		
Additional Requirements (courses do not count in major GPA)		
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 10041	INTRODUCTORY STATISTICS (KMCR)	4
MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10001	FLASHES 101	1
Kent Core Composition		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from two disciplines)		3
Kent Core Basic Sciences (must include one laboratory)		6-7
Kent Core Additional		6
Minor Coursework and General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) [4]		19
Minimum Total Credit Hours:		**120**

1 A minimum C grade must be earned to fulfill the writing-intensive requirement.

2 Students are required to participate in a study away opportunity. Students must have a minimum 2.500 overall GPA to participate in this study away requirement. Choose from the following: FDM 35070; FDM 35080; FDM 35589; FDM 35689; FDM 35789; FDM 35889; FDM 35989; FDM 45392; FDM 45590; FDM 45589; OGE 10095.

3 Maximum 6 credit hours of FDM 45093 can be used as an Additional Major Elective. Maximum 6 credit hours from each non-Fashion Design and Merchandising (FDM) subject area can be used as an Additional Major Elective.

4 Students are required to declare and complete a minor as part of the fashion merchandising program. Students may select any minor available at Kent State, but it should be aligned with the student's overall educational and career goals. Number of credit hours depends on the minor selected.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	2.500

- Participation in a study abroad/away experience
- Minimum 2.500 overall GPA required for study away
- Minimum 2.500 overall GPA required for internship

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

	Semester One		Credits
	FDM 10010	FASHION FUNDAMENTALS	3
	FDM 10023	FASHION VISUALS	1
	FDM 10024	FASHION VISUALS LABORATORY	2
	FDM 10043	SUSTAINABLE FASHION THINKING	1
	FDM 10044	SUSTAINABLE FASHION THINKING LABORATORY	2
	UC 10001	FLASHES 101	1
	Kent Core Requirement		3
	Kent Core Requirement		3
		Credit Hours	**16**
	Semester Two		
	FDM 10053	INTRODUCTION TO FASHION TECHNOLOGY	1
	FDM 10054	INTRODUCTION TO FASHION TECHNOLOGY LABORATORY	2
	MATH 10041	INTRODUCTORY STATISTICS (KMCR)	4

	Kent Core Requirement		3
	Kent Core Requirement		3
	Kent Core Requirement		3
		Credit Hours	**16**
	Semester Three		
	ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
!	FDM 10033	FASHION FABRICS	1
!	FDM 10034	FASHION FABRICS LABORATORY	2
	FDM 20263	FASHION RETAIL INDUSTRY	3
	Kent Core Requirement		3
	Kent Core Requirement		3
		Credit Hours	**15**
	Semester Four		
!	FDM 20030	FASHION APPAREL ANALYSIS	3
	FDM 25011	FASHION BRANDING	3
	MKTG 25010	PRINCIPLES OF MARKETING	3
	Kent Core Requirement		3
	Kent Core Requirement		3
		Credit Hours	**15**
	Semester Five		
	FDM 30083	PROFESSIONAL SEMINAR	3
	FDM 30262	FASHION MERCHANDISE PLANNING AND BUYING	3
	FDM 30270	TRENDS AND PREDICTIVE ANALYTICS IN FASHION	3
	Kent Core Requirement		3
	Minor Coursework and General Elective		3
		Credit Hours	**15**
	Semester Six		
	FDM 30260	PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY	3
	Additional Major Electives		6
	Minor Coursework and General Electives		6
		Credit Hours	**15**
	Third Summer Term		
	FDM 45192	INTERNSHIP IN FASHION MERCHANDISING (ELR)	3
		Credit Hours	**3**
	Semester Seven		
	FDM 40262	DATA-BASED DECISION-MAKING IN FASHION RETAILING	3
	FDM 40270	FASHION INDUSTRY RESEARCH METHODS (WIC)	3
	Additional Major Elective		3
	Minor Coursework and General Elective		3
		Credit Hours	**12**
	Semester Eight		
	FDM 40280	GLOBAL FASHION VALUE CHAIN	3
!	FDM 40299	APPLIED PRINCIPLES IN FASHION MERCHANDISING (ELR)	3
	Minor Coursework and General Electives		7
		Credit Hours	**13**
		Minimum Total Credit Hours:	**120**

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
Total Credit Hours:	**36-37**

Program Learning Outcomes

Graduates of this program will be able to:

1. Understand the fashion industry, fashion markets, fashion products and services.
2. Demonstrate knowledge and skills of the fashion industry through reflective experiential learning.
3. Apply integration of the key knowledge of various segments of industry from fiber to finished product, products/services, consumer markets and technology in relation to the fashion industry.
4. Articulate conceptual and critical thinking applicable to the fashion industry.
5. Employ research processes and practices employed in the fashion industry.
6. Demonstrate their professionalism and communication skills required in the fashion industry through visual, oral and written forms.

Full Description

The Bachelor of Science degree in Fashion Merchandising allows for students to acquire a thorough background in the business aspects of the fashion industry, whereby they develop competencies in fashion theory, retail operations, management and buying, fashion forecasting

and promotion, the merchandising for apparel manufacturing and the development and marketing of fashion goods.

Students participate in a study abroad/away experience, which includes opportunities to study for a semester in New York City; Florence, Italy; and Paris, France, as well as through collaborative partnership programs with universities in Hong Kong, South Korea and London.

In addition, students in the Fashion Merchandising major have the opportunity to enroll in the combined degree program with the Master of Business Administration degree. The combined B.S./M.B.A. degree program allows high-achieving undergraduate students early admission into graduate school. Students enrolled in the combined degree program complete a maximum of 9 credit hours of graduate-level coursework for the M.B.A. degree during their senior year. This allows a student to accelerate their completion of the M.B.A degree after being awarded their undergraduate degree. Students complete a minimum of 150 credit hours (120 representing the B.S. degree in Fashion Merchandising and at least an additional 30 representing the M.B.A. degree). To be eligible for the combined degree program, students must first complete a minimum of 90 credit hours in the Fashion Merchandising major with at least a 3.300 overall grade point average. Upon achieving these requirements, students submit an admissions application to the M.B.A. program by the set application deadline. Students need to satisfy all requirements for the graduate admissions application.

Students in the Fashion Merchandising major can also pursue the B.S. Fashion Merchandising to Juris Doctor (JD) 3+3 degree pathway through Kent State University's partnership with three Northeast Ohio law schools (Case Western Reserve University School of Law, Cleveland State University College of Law and the University of Akron School of Law). Interested students follow a three-year set degree plan and work closely with Kent State University's Pre-Law Center. During the first three years, students complete almost all their general education and major requirements. During year four, students begin their first year of law school courses. Upon successful completion of the first year of law school courses, these credit hours are transferred back to Kent State University to complete the bachelor's degree. After graduating, students complete their last two years of law school to earn their Juris Doctor.