

# FASHION MERCHANDISING & MANAGEMENT (BS)

## Contacts

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**Campus:** East Falls

Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-business/academic-programs/fashion-merchandising-management.html>)

## Program Description

Advancements in technology and globalization of the marketplace make the fashion industry an ever-changing, exciting place to work. This trillion-dollar industry needs bright, talented executives to guide the rapid pace of today's merchandising revolution. Skilled executives are required to deal with an increasingly complex variety of products and sourcing strategies and product development tasks, such as planning product lines months before they will appear in the stores. Once developed, new products must be sourced globally and then delivered to the consumer within a very short period.

The Fashion Merchandising and Management curriculum combines the fundamentals of business, including accounting, economics, marketing, finance and management, with textile and fashion courses taught by industry savvy professionals. Students learn the process of product development, Omni channel engagement, sourcing and supply chain strategy from fiber development to final product, and become familiar with the use of technology application as well as analytics. Additional topics in product lifecycle management, design concepts and merchandising are explored. Students are also involved in the process of selection, procurement and distribution of products in a retail setting where they learn the significance of product execution through visual presentation.

## Learning Goals/Outcomes

In addition to the goals and outcomes outlined by the School of Business Administration, graduates from the fashion merchandising and management program will be able to:

- Identify the interrelationship between the supply and value chain
- Explain retail strategies and company structure in global environments

## Curriculum: 4 Years, 122-123 Credits

Course	Title	Credits
<b>First Year</b>		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3
WRIT 201	Writing Seminar II: Multi Comm	3
AVIS 101	American Visions	3
MATH 1XX	Mathematics Placeholder	3

Course	Title	Credits
DECF 102	Finding & Shaping Opportunity	3
ECON 205	Macroeconomics	3
ACCT 101	Financial Accounting	3
ACCT 102	Managerial Accounting	3
MKTG 102	Principles of Marketing	3
FASM 101	Global Fashion Insight	3
DBTU 114	Debating U.S. Issues	3
<b>Credits</b>		<b>34</b>

<b>Second Year</b>		
ETHIC 2XX	Ethics	3
GDIV 1xx	Global Diversity	3
DECS 2XX	Science (Select one DECSYS)	3-4
Specialization Course		3
ABA 201	Intro to Business Analytics	3
ECON 202	Principles of Microeconomics	3
MGMT 301	Principles of Management	3
ABA 202	Statistical Data Analytics	3
MKTG 217	Retailing Strategy & Structure	3
TEXT 101	Survey of Textile Industry	3
<b>Credits</b>		<b>30-31</b>

<b>Third Year</b>		
ADIV 2XX	American Diversity	3
GCIT 2XX	Global Citizenship	3
CGIS 300	Contemporary Global Issues	3
DECM 300	Research Methods	3
BLAW 301	Business Law	3
FIN 301	Financial Management	3
ABA 301	Data Mining & Predic Analytics	3
DSGF 423	Design Concepts	3
CAD 201	Intro to Digital Imaging	3
Specialization Course		3
<b>Credits</b>		<b>30</b>

<b>Fourth Year</b>		
PHIL 499	Philosophies of the Good Life	3
MGMT 498N	Bus Capstone: Strategy Sim	3
MGMT 499N	Business Capstone: CSR	3
ABA 401	Operations and Data Analytics	3
TEXT 411	Textile Industry Issues	1
Specialization Course		3
General Electives / Internship		12
<b>Credits</b>		<b>28</b>
<b>Total Credits</b>		<b>122-123</b>

## Specializations

Students select one based on Career Pathway

### (a) Buying & Merchandising

Merchandise Buying/Operations  
Product Development & Innovation - Visual Merchandising

### (b) Global Brand Strategy

Contemporary Brand Mgt.  
Apparel Merchandising Mgt.  
Business Licensing

### (c) Fashion Product Development

Prototyping  
Integrated Technology

