



FASHION MERCHANDISING

BACHELOR OF ARTS PROGRAM

Imagine attending fashion shows and designer showrooms as part of your job and being one of the first to know about the hot trends in clothes and accessories. Would you love to take your natural sense of style and fashion it into an exciting and glamorous career?

You Imagine. We can get you there.™

These are some of the career opportunities in Fashion Merchandising. With the right education and your own initiative, one of them could be in your future:

- > Visual Merchandiser
- > Assistant Fashion Buyer
- > Product Developer
- > Fashion Merchandiser
- > Account Manager
- > Retail Sales Manager
- > Associate Merchandise Planner

 **International Academy of
Design & Technology**
Online

The Fashion Merchandising program allows students to partner their interest in the world of fashion with the development of key business competencies critical to employment in today's global marketplace. While students have the opportunity to develop skills in merchandising, management, marketing, and buying, they will also explore the evolution of fashion, fashion trend forecasting, fashion media, and fashion promotion. The program requires integration of conceptual and creative abilities with business practices to prepare students for entry-level positions.

CONCENTRATION COURSES

Course#	Course Title	Credits
BUSN 101	INTRODUCTION TO BUSINESS	4
BUSN 110	MARKETING COMMUNICATION	4
BUSN 150	MERCHANDISING PRINCIPLES AND PRACTICES	4
BUSN 201	VISUAL MERCHANDISING	4
BUSN 205	RETAIL MANAGEMENT	4
BUSN 210	PRINCIPLES OF ACCOUNTING	4
BUSN 225	ELECTRONIC MARKETING	4
BUSN 250	PRINCIPLES OF FINANCE	4
BUSN 301	BUSINESS LAW	4
BUSN 325	PRICING STRATEGIES	4
BUSN 355	MERCHANDISE PLANNING AND INVENTORY CONTROL	4
BUSN 360	BUYING	4
BUSN 375	SALESMANSHIP	4
BUSN 400	FASHION MARKETING AND CONSUMER BEHAVIOR	4
BUSN 401	INTERNATIONAL BUSINESS	4
BUSN 420	BUSINESS PROFESSIONALISM	4
BUSN 460	PROJECT MANAGEMENT IN MERCHANDISING	4
BUSN 475	GLOBAL SOURCING AND PRODUCT DEVELOPMENT	4
BUSN 499	ENTREPRENEURSHIP	4
FASH 101	INTRODUCTION TO FASHION	4
FASH 105	FASHION SKETCHING I	4
FASH 115	EVOLUTION OF FASHION	4
FASH 120	TEXTILES FOR FASHION	4
FASH 202	COMPUTER GRAPHICS FOR FASHION DESIGN	4
FASH 315	TREND FORECASTING	4
FASHM 175	FASHION PRODUCT DEVELOPMENT	4
FASHM 330	FASHION MEDIA	4
FASHM 425	FASHION PUBLICITY AND PROMOTION	4
FASHM 485	FASHION MERCHANDISING CAPSTONE	4
FASHM 490	SENIOR FASHION MERCHANDISING PORTFOLIO	4
Total Concentration Requirements		120

COLLEGE CORE COURSES

Course#	Course Title	Credits
COLL101	COLLEGE SUCCESS	4
Total College Core Requirements		4

GENERAL EDUCATION COURSES

Course#	Course Title	Credits
COMM 101	INTERPERSONAL COMMUNICATIONS	4
ECON 315	GLOBAL ECONOMICS	4
ENGL 101	ENGLISH COMPOSITION I	4
ENGL 102	ENGLISH COMPOSITION II	4
HUMN 101	INFORMATION LITERACY	4
HUMN 301	HISTORY OF ART I	4
HUMN 302	HISTORY OF ART II	4
HUMN 401	LITERATURE AND FILM	4
MATH 130	COLLEGE ALGEBRA	4
PHIL 405	ETHICS	4
SCIE 201	ENVIRONMENTAL SCIENCE	4
SOCS 201	CULTURAL DIVERSITY	4
SCIE 310	PHYSICAL ANTHROPOLOGY	4
SOCS 401	POLITICAL SCIENCE	4
Total General Education Requirements		56

Total Credits Required for Graduation 180

Upon satisfactory completion of the specified 180 quarter credit hours a student with a CGPA of 2.0 (4.0 scale) or higher will be awarded the Bachelor of Arts degree in Fashion Merchandising.

WHY IADT ONLINE?

You can feel like you belong here.

You can learn and grow in a collaborative community of students who share your passion.

Engaged learning

We know from years of experience that when you're fully engaged in learning, you can learn better. And that's how we do it here – from hands-on instruction, to focused interaction with instructors, to live lectures and chats.

Focused attention

We know our students by name. And we're proud of that. We believe wholeheartedly in giving students the guidance and attention they need.

Instructors who get what you want to do

You can learn from instructors with real-world experience. They know what it takes to make it out there.

Real-world tools

You can learn using the same type of industry-current software professionals use.

A plan to help you finance your education

All our students can get tuition planning assistance and information on available scholarships. Financial aid is available for those who qualify.

Career-services assistance

IADT has a nationwide network of individuals and businesses to help you with career opportunities and the job search process.

Flexibility and portability

Your life doesn't stop just because you're in school. We get that. MobiClass™ allows you to attend class from most mobile devices – wherever you are, whenever it fits your schedule.