Fashion Merchandising Management
One-Year Associate Degree Program (AAS)

FIT will not grant course substitutions. Admitted students are required to complete all courses of a one year AAS program as outlined below in the FIT catalogue. Transfer credits from the University of Delaware are not accepted by FIT.

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<thead>
<tr>
<th>Semester 1</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MAJOR AREA</td>
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<tr>
<td>FM 114 - Introduction to the Fashion Industry</td>
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<tr>
<td>FM 116 - Fashion Business Practices</td>
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<tr>
<td>FM 117 - Introduction to Fashion Marketing</td>
<td>3</td>
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<tr>
<td>FM 224 - Merchandising Math Applications</td>
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<tr>
<td>RELATED AREA</td>
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<tr>
<td>AC 111 - Advertising and Promotion</td>
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<td>TS 111 - Fundamentals of Textiles</td>
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<tr>
<th>Semester 2</th>
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<td>MAJOR AREA</td>
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<td>FM 225 - Fashion Merchandising</td>
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<td>FM 244 - Product Development</td>
<td>3</td>
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<tr>
<td>FM 262 - Contemporary Retail Management</td>
<td>3</td>
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<tr>
<td>FM 268 - Team Development Workshop</td>
<td>2.5</td>
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<tr>
<td>choice - see Major Area Elective*</td>
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<tr>
<td>RELATED AREA</td>
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<td>choice - see Related Area Elective**</td>
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**TOTAL CREDIT REQUIREMENTS**

| MAJOR AREA | 26.5-27.5 |
| RELATED AREA | 7-10       |
| Total Credits: | 33.5-37.5 |

*Major Area Electives:  
CHOICE of FM 144, 212, 213, 222, 223, 226, 231, 245, 251, or 491.

**Related Area Electives:  
CHOICE of AC 221, AR 101 or 115, CL 112, DE 101, HD 111, HP 201, IC 296, 297, 298, or 498, ID 103, JD 101, MG 153, PH 116 or 162, or SD 112.
1-Year Visiting Student Program  
Description of Courses

**Fashion Merchandise Management, AAS**

**FM 114 — Introduction to the Fashion Industry (3 credits)**
This survey covers the history, characteristics, and global interrelationships of all segments of the fashion industry. The course explores how fiber, textile, and apparel producers, retailers, and home furnishings companies merchandise and market their products within the industry and to the ultimate consumer.

**FM 116 — Fashion Business Practices (3 credits)**
A comprehensive introduction to the modern fashion business environment. The structures, finances, management, organization, and ethical responsibilities of fashion enterprises are examined in a global context.

**FM 117 — Introduction to Fashion Marketing (3 credits)**
This course focuses on the integration of fashion marketing concepts, practices, and applications and facilitates the development of a marketing/merchandising plan. Through a case study approach, students analyze opportunities regarding merchandise positioning, brand imagery, targeting, and segmentation of an apparel or other fashion product.

**FM 224 — Merchandising Math Applications (3 credits)**
Students develop an understanding of the merchandising concepts and calculations necessary for interpreting and responding to financial planning and control reports of the merchandising and store operational teams. Among such reports are sales analyses, maintained markup reports, gross margin, and seasonal plans.  
Prerequisite(s): Passing grade on FMM math placement test or MA 005

**AC 111 — Advertising and Promotion (3 credits)**
For Advertising and Marketing Communications, Fabric Styling, Fashion Merchandising Management, and Textile Development and Marketing students. Concepts, perspectives, and methods for the development and implementation of integrated marketing communications programs for producers, manufacturers, and retailers are analyzed and critiqued.

**FASH 215**

**TS 111 — Fundamentals of Textiles (3 credits)**
General study of textile materials with an emphasis on the factors that produce successful fabrics in the marketplace, including fibers, yarns, construction, color, and finish. Characteristics of a wide range of market fabrics are examined.

**FM 225 — Fashion Merchandising (3 credits)**
This course provides a comprehensive look at the merchandising environment, including the functions and objectives of the merchandising team and the principles and techniques of today's buyers, planners, product developers, and account executives. Students work in teams on simulated merchandising projects to execute a seasonal plan.  
Prerequisite(s): (Passing grade on FMM math placement test or MA 005) and FM 224

**FASH 380**

**FM 244 — Product Development (3 credits)**
Introduces the concepts and methods by which retailers create special, store-branded merchandise for targeted customer segments. The process of product development, from research to production to distribution, is studied.  
Prerequisite(s): TS 111

**FM 262 — Contemporary Retail Management (3 credits)**
Students study all operational segments of the fashion industry and describe the functions of each. Contributions employees add to sales productivity and customer satisfaction in retail establishments are studied. New technologies are researched and the impact on consumers' shopping experiences explored. Prerequisite(s): FM 114

**FM 268 — Team Development Workshop (2.5 credits)**
Through individual and team role-playing and workshop activities, students learn the management skills needed in the international workplace. Communications skills, teamwork, and process management are stressed.
Choices for Major Area electives

**FM 144 — Product Knowledge for Merchandising (3 credits)**
Familiarizes students with the terminology and characteristics of merchandise of non-textile fashion accessories and home furnishings at all price levels. Enables retail buyers, product developers, and wholesale salespersons to differentiate criteria for price and quality.

**FM 212 — Case Studies In Fashion Marketing (3 credits)**
Through the case study method, analyze the decision-making process used to arrive at independent solutions to typical marketing problems. Student analyses and presentations of actual cases are evaluated for weighing of factual data, disciplined thinking, and arrival at rational conclusions.
Prerequisite(s): FM 116

**FM 213 — Introduction to Direct Marketing (3 credits)**
Presents a comprehensive overview of the direct marketing industry, including its various components and career opportunities. Through the use of case studies and/or assignments, students learn strategic planning: how to choose and merchandise a product, pinpoint a target audience, develop marketing tests, and analyze results. Students are also introduced to the various electronic vehicles currently used in this ever-changing industry.
Prerequisite(s): AC 111 and FM 114

**FM 222 — Import Buying (3 credits)**
Analyzes key factors in developing import programs, distribution of products, market sources, financing, and aspects associated with apparel and other imported products. The impact of imports on domestic apparel businesses is examined.
Prerequisite(s): FM 224

**FM 223 — Creative Fashion Presentations (3 credits)**
Students prepare and present fashion information through clinics, shows, and written communiques. They learn how to research, analyze, and forecast fashion trends. Awareness of career opportunities in the fashion industries is fostered.
Prerequisite(s): AC 111 and FM 114

**FM 226 — International Buying and Marketing (3 credits)**
Students, under faculty supervision, visit principal European cities to study the factors involved in fashion marketing and the international customer's attitudes about fashion. Discussions involve methods, practices, and reasons for importation and exportation. Students are expected to complete written assignments. Approximately three weeks in June.
Prerequisite(s): Approval of instructor

**FM 231 — Strategies of Selling (3 credits)**
Principles of personal selling techniques, presentation skills, the art of persuasion, negotiating, and account building in the wholesale markets are developed through lectures and workshops

**FM 245 — Fashion Forecasting for Merchandisers (3 credits)**
Students explore and apply various forecast research methods in preparation for developing, planning, purchasing, or merchandising apparel lines and collections. Using the case study method, trend research is evaluated through the use of scholarly texts, articles, databases, and relevant websites to identify opportunities for growth and profitability in a fashion business.
Prerequisite(s): FM 117

**FM 251 — Small Store Fashion Retailing (3 credits)**
Enables students to understand the procedures of organizing a small fashion retail enterprise and to become aware of the decision-making inherent in successful small-store merchandising. Students develop a model for a small fashion retail store.
Prerequisite(s): FM 224

**FM 491 — Summer Internship: Fashion Merchandising in London (4 credits)**
A summer internship in a London-based merchandising company. Includes three 3-hour classes based at FIT prior to departure, as well as three seminars in London. Completion of a daily journal, oral presentation, and written report are required. Applications must be submitted in the fall semester prior to acceptance into the program. A minimum of 120 hours from the end of May through June.
Prerequisite(s): approval of instructor
Choices for Related Area Electives (Must select 1-4 credits from this page)

AC 221 — Publicity Workshop (3 credits)
Use of current news, events, and personalities as a basis for writing and evaluating institutional and product publicity releases for news and feature stories. Students plan publicity campaigns and create a press kit. Prerequisite(s): AC 111 and FM 114

AR 101 — Fashion Art and Design (1.5 credits)
For Fashion Merchandising Management and Textile Development and Marketing students. Studies basic proportions of the fashion figure, garment details and terminology, and principles of color. (G6: Arts)

AR 115 — Introduction to CAD Software for Fashion Designers (2 credits)
Acquire basic knowledge and hands-on experience with software applications typically used by designers in the fashion industry. Develop the computer skills needed to create original designs in various formats

CL 112 — Faces and Places in Fashion (1 credit)
Students are introduced to prominent industry professionals, including executives, designers, and marketers, who discuss their trade, experience and perspective on the business. Part presentation, part Q&A, this class is an opportunity for students to connect to the pulse of the fashion and related industries in an open, conversational setting. Students also participate in course-related events to bridge in-class discussions with real-world experience

DE 101 — Principles of Display and Exhibit Design: Small Scale (2 credits)
For students not majoring in Visual Presentation and Exhibition Design. Basic hands-on display methods used in visual merchandising and an understanding of two- and three-dimensional design practices and materials. (G6: Arts)

HD 111 — Career Planning (3 credits)
Provides students with an opportunity to explore their own values, interests, and capabilities and to acquire an in-depth knowledge of the fashion industry and potential career opportunities. Helps students gain insights into the relationship between self-knowledge and career decision-making. Students have access to a computerized career guidance system for the fashion industries. Guest speakers from the industry address career trends and options

HP 201 — Introduction to Home Products (3 credits)
Students are familiarized with the wide range of home products, both soft lines (textile) and hard lines (non-textile), that comprise the home furnishings industry. Product development and merchandising within each category are emphasized. Many sessions take place at retailers and industry showrooms throughout the city

IC 296 — AAS Internship B: Career Exploration (2 credits)
A 2-credit internship course for AAS students with a focus on the internship experience and on helping students identify suitable career paths. A total of 12 weeks and 78 hours at the worksite, and 12 hours on campus in the classroom. Prerequisite(s): Approval from the Career and Internship Center and participation in mandatory preparation process in the semester prior to the class/work experience

IC 297 — AAS Internship C: Career Exploration (3 credits)
A 3-credit internship course for AAS students with a focus on the internship experience and on helping students identify suitable career paths. A total of 12 weeks and 123 hours at the worksite, and 12 hours on campus in the classroom. Prerequisite(s): Approval from the Career and Internship Center and participation in mandatory preparation process in the semester prior to the class/work experience

IC 298 — AAS Internship D: Career Exploration (4 credits)
A 4-credit internship course for AAS students with a focus on the internship experience and on helping students identify suitable career paths. A total of 12 weeks and 168 hours at the worksite, and 12 hours on campus in the classroom. Prerequisite(s): Approval from the Career and Internship Center and participation in mandatory preparation process in the semester prior to the class/work experience
IC 498 — Senior Internship D: Career Planning (4 credits)
A 4-credit advanced internship course for baccalaureate students with a focus on the internship experience and on helping students plan their careers and market themselves professionally. A total of 12 weeks and 168 hours at the worksite, and 12 hours on campus in the classroom. 
Prerequisite(s): Approval from the Career and Internship Center and participation in mandatory preparation process in the semester prior to the class/work experience.

ID 103 — Interior Design Merchandising (2 credits)
For Fashion Merchandising Management students. Introduces the main categories of home furnishings and the merchandising practices in department stores and showrooms.

JD 101 — Introduction to Jewelry Fabrication (2 credits)
Basic processes used in the design and creation of jewelry. Students fabricate their own designs in the studio. (G6: Arts)

MG 153 — Excel for Business (2 credits)
This course provides a comprehensive presentation of Microsoft Excel. Topics include charting, data tables, financial functions, formatting, formulas, functions, what-if analysis, working with large worksheets, and other business-related topics.

PH 116 — Photography Basics (2 credits)
Students develop an understanding of traditional film and digital cameras by learning basic studio and lighting setup, model direction, and related film exposure techniques. Working in color and black and white, students are encouraged to produce images that creatively explore personal themes and issues. (G6: Arts)

PH 162 — Photographic Styling (2 credits)
Introduces the elements of photographic styling, stressing both creative sensitivity and technical skills, through lectures and demonstrations. Assignments include fashion, beauty, illustration, tabletop, and food styling. (G6: Arts)

SD 112 — Textile Color Fundamentals (2 credits)
Introduction to traditional color theories and systems through comparisons and analysis. Color experimentation for use in textile fashion and home furnishing fabrics is developed in opaque watercolor (gouache).

The courses in the left margin are required in your UD FM curriculum. The FIT courses listed next to them (in yellow highlight) will be transferred back to UD as FASH courses and will be substituted for these FM requirements. Courses that are not highlighted will be substituted as free electives.