



Merchandising, Apparel, and Textiles

The Department of Merchandising, Apparel, and Textiles offers the Bachelor of Science in Merchandising, Apparel, and Textiles.

The Merchandising, Apparel, and Textiles program develops graduates who are consumer and technology focused with a global orientation.

The curriculum challenges students to think creatively, to learn research and problem solving techniques, and to interact in team efforts, while gaining knowledge of the merchandising process.

Each student must complete the following:

- 1. Complete University Studies requirements.*
2. Complete the School requirements below.
3. Complete 128 credit hours with a minimum grade-point average of 2.0.
4. Complete the required curriculum in the major program.

*For the Inference section under Inference and Communicative Skills, majors select Philosophy (PHI 120 or PHI 320) and Statistics (STA 200).

School Requirements

HES 100 An Introduction to Professions in Human Environmental Sciences 1
HES 400 Concepts in Human Environmental Sciences: Integration and Application 2
One course in Human Environmental Sciences, outside the student's major prefix 3
Subtotal: School Required Hours 6

University Studies Requirements

See "University Studies Program" on pages 70-74 of the 2004-2005 UK Bulletin for the complete University Studies requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill University Studies areas.

Humanities (recommended sequence):
HIS 104 A History of Europe Through the Mid-Seventeenth Century 3
HIS 105 A History of Europe From the Mid-Seventeenth Century to the Present 3

Premajor Requirements

Writing course (200 level or above) 3
COM 181 Basic Public Speaking 3
FAM 250 Consumer Issues 3
SOC 101 Introductory Sociology 3
PSY 100 Introduction to Psychology 4
*ECO 201 Principles of Economics I 3
ECO 202 Principles of Economics II 3
*STA 200 Statistics: A Force in Human Judgment or STA 291 Statistical Method** 3
*These courses may also be used to fulfill University Studies requirements.
**MA 123 is a prerequisite to STA 291.
Subtotal: Premajor Hours 25

Major Requirements

MAT 114 Introduction to Merchandising 3
MAT 120 Textiles for Consumers 3
MAT 237 Aesthetics in Merchandising 3
MAT 247 Dress and Culture 3
MAT 312 Merchandising Promotion 3
MAT 315 Merchandise Planning and Control 3
MAT 340 Professional Practice 1
MAT 350 Problem Solving in Merchandising 3
MAT 414 Merchandising Strategy Analysis 3
MAT 420 Consumer Demand in Merchandising 3
MAT 425 Economics of Merchandise Sourcing 3
MAT 470 International Merchandising 3
MAT 490 Internship 6
MAT 515 Specification and Evaluation of Textiles and Apparel 3
Subtotal: Major Hours 43

Professional Support (21 hours)

ACC 201 Financial Accounting I 3
ACC 202 Managerial Uses of Accounting Information 3
MKT 300 Marketing Management 3
MKT 320 Retail and Distribution Management 3
MGT 301 Business Management 3

plus six hours at the 200 level or above to be chosen with approval of the academic advisor from such areas as business, communication and social sciences or additional MAT courses.

Subtotal: Professional Support 21

Electives

Electives should be selected to complete the minimum total of 128 hours required for graduation.

Subtotal: Minimum Elective Hours 6

TOTAL HOURS 128