



Merchandising, Apparel, and Textiles

NOTE: At the time of publication, the B.S. in Merchandising, Apparel, and Textiles was undergoing revision. Consult your advisor for more information.

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. Students study concepts and develop skills necessary for understanding consumer and market trends, strategies, and industry structures that facilitate the development, sourcing, marketing, and merchandising of consumer goods and services in the domestic and international marketplace.

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. Students gain awareness of the interrelationships of people, technology, and materials in the dynamic social, economic, and global environment of the merchandising, apparel and textile industry. Course work includes a strong business component, interaction with professionals and field experience. Internships are a required component of the program, which can lead to permanent professional placement. Faculty encourage student participation in industry-sponsored projects related to merchandising and product development.

Each student must complete the following:

- 1. Complete University Studies requirements.*
2. Complete the School requirements listed below.
3. Complete 120 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

Table with 2 columns: Requirement description and Hours. Includes HES 100, HES 400, and a subtotal of 6 hours.

University Studies Requirements

See "University Studies Program" on pages 77-81 of the 2007-2008 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.

Program Entrance Requirements

The minimum grade-point average for entrance of all students into the Merchandising, Apparel and Textiles program is 2.0.

Progression Requirements

Students must attain a C or better in all premajor courses required for progression into course work designated as major requirements. This includes: Writing course (200 level), COM 181, FAM 250, PSY 100, SOC 101, ECO 201, ECO 202, STA 200 or STA 291.

Graduation Requirements

Students must fulfill all prerequisites and achieve a grade of C or better in all MAT courses which are major requirements.

Premajor Requirements

Table with 2 columns: Premajor Requirement and Hours. Lists courses like COM 181, FAM 250, etc. with a subtotal of 25 hours.

Major Requirements

Table with 2 columns: Major Requirement and Hours. Lists MAT courses like MAT 114, MAT 120, etc. with a subtotal of 40 hours.

Merchandising, Apparel, and Textiles • 2

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 120 hours required for graduation.

Subtotal: Minimum Elective Hours 6

TOTAL HOURS 120