

MAT Merchandising, Apparel and Textiles

MAT 114 INTRODUCTION TO MERCHANDISING. (3)

An introduction to merchandising with emphasis on apparel and textiles. Examination of industry structures which facilitate the development, manufacturing, marketing and merchandising of goods and services in the domestic and international marketplace.

MAT 120 TEXTILES FOR CONSUMERS. (3)

A study of textiles with emphasis on consumer applications. Properties of fibers, yarns, fabric structures, colors, and finishes related to end use. Survey of legislation and of maintenance requirements.

MAT 122 TEXTILES LAB. (1)

Laboratory analysis of the relationship between the properties and performance characteristics of fibers, yarns, fabric structures and finishes. Laboratory: two hours per week. Prereq: MAT 120 or may be taken concurrently.

MAT 232 APPAREL PRODUCTION STUDIO. (3)

Principles of apparel production for men, women and children. Development of basic construction skills. Studio, six hours. Prereq: MAT 120.

MAT 237 AESTHETIC EXPERIENCE IN RETAIL. (3)

An introduction to design and aesthetic principles as they are applied to promotional procedures of retail and wholesale organizations including methods of visual merchandising, special event promotion and public relations. Prereq: MAT 120 or consent of instructor.

MAT 247 DRESS AND CULTURE. (3)

A study of the social, cultural, physical, and psychological factors which influence apparel and apparel use in contemporary society. Prereq: Three hours in sociology or anthropology, three hours in psychology.

MAT 315 MERCHANDISE PLANNING AND CONTROL. (3)

Study and application of planning and control strategies and processes essential to profitability in merchandising. Analysis of company and industry merchandising and operating results. Prereq: MAT 114, ECO 201, ECO 202, ACC 201 and MKT 300. ACC 201 and MKT 300 may be taken concurrently.

MAT 340 PROFESSIONAL PRACTICE. (1)

An examination of employment opportunities and internship availability in merchandising, apparel and textiles. Survey and application of current procedures, methods and tools used in preparing to secure employment including: resumes, interviews, qualifications assessment, strategy development, electronic job searches. Prereq: MAT 114, MAT 120, MAT 237, MAT 315 and at least 60 hours of earned credit.

MAT 350 PROBLEM SOLVING IN MERCHANDISING. (3)

Study and application of research and creative problem solving in merchandising, apparel and textiles. Problem identification and evaluation of proposed solutions. Prereq: MAT 114, MAT 120, MAT 237, MAT 247, STA 200, MKT 300.

**MAT 359 SPECIAL TOPIC IN MERCHANDISING,
APPAREL AND TEXTILES (Subtitle required). (1-3)**

Exploration of topics in the field of merchandising, apparel and textiles. May be repeated to a maximum of six credits. Prereq: Junior standing or consent of instructor prior to registration.

**MAT 395 INDEPENDENT STUDY IN
MERCHANDISING, APPAREL AND TEXTILES. (1-3)**

Problems involving independent laboratory, studio, and/or library study conforming to the student's special interest under the direction of an appropriate faculty member having proficiency in the area selected. May be repeated to a maximum of six credits. Prereq Consent of instructor and contractual agreement.

MAT 414 MERCHANDISING STRATEGY ANALYSIS. (3)

The analysis of environmental, individual, and psychological factors of consumer consumption and their impact on apparel retailer strategic planning. Prereq: ACC 201, MAT 315, MAT 350, and MKT 320.

**MAT 425 ECONOMICS OF
MERCHANDISE SOURCING. (3)**

Examination of global sourcing strategies in retail merchandising. Includes assessment of political, social, economic and cultural influences critical to the sourcing process. Prereq: MAT 114, MAT 350; ECO 201, ECO 202; MKT 300, MKT 320.

MAT 470 INTERNATIONAL MERCHANDISING. (3)

A study of the internationalization of retail merchandising and factors that influence the process in the global marketplace. Prereq: MAT 315, MAT 350, MKT 320.

**MAT 480 MERCHANDISING, APPAREL
AND TEXTILES STUDY TOUR. (1-3)**

A domestic or foreign study tour to include investigation of interests related to merchandising, apparel and textiles. Professional visits are planned according to particular itineraries. Application and payment dates are determined each semester by the instructor. This course may be repeated one time if tour destinations are different. Prereq: Priority is given to majors and upperclassmen. All students are subject to instructor approval.

***MAT 490 INTERNSHIP. (6 or 9)**

Supervised experience with a cooperative retail, design, or industrial establishment. Fall and summer semesters. Applications must be submitted spring semester according to a designated schedule established by the department. Prereq: GEN 401 or MAT 340, junior or senior standing, permit only. Type of internship approved by department.

MAT 515 SPECIFICATION AND

EVALUATION OF TEXTILES AND APPAREL. (3)

The course will focus on product development and quality control in textile products (Apparel and Interiors), by developing specifications and evaluating the quality of a textile product. Prereq: MAT 120, MAT 237.

MAT 522 HISTORY OF TEXTILES. (3)

Survey of the development of textiles from ancient to modern times. Emphasis on social, economic, technological and political effects on the evolution of textile fibers, fabric structures, color and design. Field trips. Prereq: MAT 120 plus six hours in European history, Western culture, or art history.

MAT 533 HISTORY OF COSTUME. (3)

Development of costume from ancient to modern times with consideration of historic, social, and economic setting. Field trips. Prereq: Six hours in European history, Western culture, or art history; or consent of instructor.

MAT 547 SOCIAL AND PSYCHOLOGICAL ASPECTS OF APPAREL. (3)

An advanced study of the social, psychological factors which influence apparel and apparel use with particular emphasis on research. Prereq: MAT 247 for majors only. Non-majors: three hours in sociology or anthropology and three hours in psychology.

MAT 559 SPECIAL TOPIC IN MERCHANDISING, APPAREL AND TEXTILES. (Subtitle required). (1-3)

Advanced in-depth study of merchandising, apparel and textiles. May be repeated to a maximum of six credits. Prereq: Senior standing or consent of instructor prior to registration.

MAT 570 ELECTRONIC RETAILING (E-TAILING). (3)

An educational foundation in e-tail development as a medium for food, apparel, and textile distribution and sales. Prereq: MAT 114, 120, 237, 247, STA 200, MKT 300.

MAT 595 INDEPENDENT STUDY IN MERCHANDISING, APPAREL AND TEXTILES. (1-3)

Problems involving independent laboratory, studio, and/or library study conforming to the student's special interest under the direction of an appropriate faculty member having proficiency in the area selected. May be repeated to a maximum of six credits. Prereq: Senior standing or consent of instructor and contractual agreement.