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).

**STA 200 Statistics: A Force in Human Judgment
**STA 291 Statistical Method
*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 Aesthetic Experience in Retail ......................................... 3
- MAT 315 Merchandise Planning and Control .................................... 3
- MAT 340 Professional Practice ...................................................... 3
- MAT 350 Problem Solving in Merchandising .................................. 3
- MAT 414 Merchandising Strategy Analysis ...................................... 3
- MAT 425 Economics of Merchandise Sourcing .............................. 3
- MAT 470 International Merchandising .......................................... 3
- MAT 490 Internship ...................................................................... 6
- Choose 6 credits from:
  - MAT 359 Special Topics in Merchandising, Apparel and Textiles (Subtitle required) ......................................................... 3
  - MAT 395 Independent Study in Merchandising, Apparel and Textiles .......................................... 3
  - MAT 480 Merchandising, Apparel and Textiles Study Tour ........... 3
  - MAT 515 Specification and Evaluation of Textiles and Apparel .......... 3
  - MAT 520 Textiles for Interiors ..................................................... 3
  - MAT 522 History of Textiles ...................................................... 3
  - MAT 533 History of Costume ..................................................... 3
  - MAT 547 Social and Psychological Aspects of Apparel ............... 3
  - MAT 559 Special Topic in Merchandising, Apparel and Textiles (Subtitle required) .......................... 3
  - MAT 570 Electronic Retailing (E-Tailing) .................................... 3
  - MAT 595 Independent Study in Merchandising, Apparel and Textiles .................................................. 3

Subtotal: Major Hours ................................................................. 40

Program Entrance Requirements

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

Graduation Requirements

MAT majors and transfer students must obtain or have received a C or better in ALL premajor, professional support and MAT major required courses. No letter grade of a D would be accepted in the premajor, professional support and MAT major required courses.
### Merchandising, Apparel, and Textiles • 2

<table>
<thead>
<tr>
<th>Professional Support (21 hours)</th>
<th>Electives</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 201 Financial Accounting I ......................................................... 3</td>
<td>Subtotal: Minimum Elective Hours .................................................. 6</td>
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<tr>
<td>ACC 202 Managerial Uses of Accounting Information .......................... 3</td>
<td>TOTAL HOURS ........................................................................ 120</td>
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<tr>
<td>MKT 300 Marketing Management .............................................................. 3</td>
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<tr>
<td>MKT 320 Retail and Distribution Management .......................................... 3</td>
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<tr>
<td>MGT 301 Business Management .................................................................. 3</td>
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**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 should be selected to complete the minimum total of 120 hours required for graduation.