

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 UK Core 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.

School Requirements

HES 100 An Introduction to Professions in Human Environmental Sciences	1
FAM 352 Issues in Family Sciences	3
Subtotal: School Required Hours	4

UK Core Requirements

See the *UK Core* section of the 2012-2013 *Undergraduate Bulletin* at: www.uky.edu/Registrar/bulletinCurrent/ukc.pdf for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list 3

II. Intellectual Inquiry in the Humanities

Choose one course from approved list 3

III. Intellectual Inquiry in the Social Sciences

PSY 100 Introduction to Psychology 4

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list 3

V. Composition and Communication I

CIS/WRD 110 Composition and Communication I 3

VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II 3

VII. Quantitative Foundations

Recommended:

MA 123 Elementary Calculus and its Applications

or

MA 113 Calculus I 4

VIII. Statistical Inferential Reasoning

STA 210 Making Sense of Uncertainty:

An Introduction to Statistical Reasoning 3

IX. Community, Culture and Citizenship in the USA

Choose one course from approved list 3

X. Global Dynamics

Choose one course from approved list 3

UK Core Hours **32**

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.

Premajor Requirements

Hours

Writing course (200 level or above)	3
FAM 350 Consumer Issues	3
PSY 100 Introduction to Psychology	4
SOC 101 Introduction to Sociology	3
ECO 201 Principles of Economics I	3
ECO 202 Principles of Economics II	3
STA 210 Making Sense of Uncertainty: An Introduction to Statistical Reasoning	3
Subtotal: Premajor Hours	22

Major Requirements

MAT 114 Introduction to Merchandising	3
MAT 120 Textiles for Consumers	3
MAT 237 Aesthetic Experience in Retail	3
MAT 247 Dress and Culture	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 425 Economics of Merchandise Sourcing	3
MAT 470 International Merchandising	3
MAT 490 Internship	6

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Choose **6** credits from:

MAT 359 Special Topic 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

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

10

TOTAL HOURS

120