

# Merchandising, Apparel, and Textiles

College of Agriculture,  
Food and Environment

The Merchandising, Apparel, and Textiles program blends creativity with business components to develop graduates who are consumer and technology focused. Students study concepts and develop skills necessary for understanding market trends, retail 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 exercise resourceful thinking in business operations, merchandising strategies, and the interrelationships of people, technology, and materials. Course work is designed to match industry expectations and intended to provide students with the knowledge and experience they will need to understand trends and applications in the merchandising, apparel, and textiles industries.

Internships are a required component of the program, which can lead to permanent professional placement. The internship provides students with first-hand experience in merchandising, apparel, and textiles related fields, allowing them to exercise classroom knowledge in a real-world setting. Visit us at:  
[www2.ca.uky.edu/hes/index.php?p=1100](http://www2.ca.uky.edu/hes/index.php?p=1100)

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
<b>Subtotal: School Required hours .....</b>	<b>4</b>

## UK Core Requirements

See the *UK Core* section of the *2014-2015 Undergraduate Bulletin* 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.

<b>I. Intellectual Inquiry in Arts and Creativity</b>	
Choose one course from approved list .....	3
<b>II. Intellectual Inquiry in the Humanities</b>	
Choose one course from approved list .....	3
<b>III. Intellectual Inquiry in the Social Sciences</b>	
PSY 100 Introduction to Psychology .....	4
<b>IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences</b>	
Choose one course from approved list .....	3
<b>V. Composition and Communication I</b>	
CIS/WRD 110 Composition and Communication I .....	3
<b>VI. Composition and Communication II</b>	
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
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## X. Global Dynamics

Choose one course from approved list .....	3
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<b>UK Core hours .....</b>	<b>32</b>
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## Graduation Composition and Communication Requirement (GCCR)

RTM 425 Human Resource Management .....	3
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<b>Graduation Composition and Communication Requirement hours (GCCR) .....</b>	<b>3</b>
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## 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

	<b>Hours</b>
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
<b>Subtotal: Premajor hours .....</b>	<b>22</b>

## 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 414 Merchandising Strategy Analysis .....	3
MAT 425 Economics of Merchandise Sourcing .....	3
MAT 470 International Merchandising .....	3
MAT 490 Internship .....	6
RTM 345 Service Management .....	3

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University of Kentucky is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or online at [www.sacscoc.org](http://www.sacscoc.org) for questions about the accreditation of University of Kentucky.

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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**