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:

http://rtm-hes.ca.uky.edu/content/bachelor-science-merchandising-apparel-and-textiles

Each student must complete the following:
1. Complete UK Core requirements.
2. Complete 120 credit hours with a minimum grade-point average of 2.0.
3. Complete the required curriculum in the major program.

UK Core Requirements
See the UK Core section of the 2019-2020 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.

**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 .......................... 4
or
MA 113 Calculus I .................................................................. 4

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Choose 9 credits from:

- HMT 570 Event Planning and Coordination .......................................................... 3
- 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 ......................................................................................... 46

Professional Support (27 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 6 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.

plus 6 hours at the 300 level or above .................................................................... 6

Subtotal: Professional Support ........................................................................... 27

Electives

Electives should be selected to complete the minimum total of 120 hours required for graduation.

Subtotal: Minimum Elective hours ................................................................... 6

TOTAL HOURS ..................................................................................................... 120