
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 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.
- 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: ECO 201, ECO 202.
- 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: MAT 114, ACC 201, MAT 315.
- 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, MAT 315.
- 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 510 BRAND MANAGEMENT. (3)**
Examination of the important issues in planning and evaluating brand strategies with special emphasis on exploring why brands are important, what they represent to consumers and what firms should do to manage them properly. Prereq: Junior Standing, Senior Standing, or Graduate Student and MAT 114.
- MAT 514 RETAIL ENTREPRENEURSHIP. (3)**
Concepts of entrepreneurship within single ownership and other business organizations; development of a business plan; management of a small business; current issues and problems. Prereq: Junior Standing, Senior Standing, or Graduate Student and MAT 114.
- 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.

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MAT 520 TEXTILES FOR INTERIORS. (3)

Selection, cost, expected performance and care of textiles used in residential and commercial interiors. Prereq: MAT 120.

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, MAT 247, open to seniors and graduate students only.

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: Open to seniors and graduate students only.

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: Open to seniors and graduate students only.

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: Open to seniors and graduate students only.

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, MKT 300, STA 210 or STA 296.

***MAT 572 INTERNATIONAL MERCHANDISING. (3)**

A study of the internationalization of retailing and factors that influence the process in foreign countries such as countries' level of development and how countries' governments are supporting the growth of their retail industries. Social, economic, and environmental perspectives will also be considered as they relate to countries' retail markets and retail trade at the global level. In-depth exploration of key international retailing concepts provides students with the theoretical foundation to explore the international retail landscape in more detail through the study of retail industries in four world regions. Prereq: MAT 315, MKT 320.

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: Restricted to seniors and graduate students with contractual agreement.

MAT 650 SURVEY OF CURRENT THEORIES AND LITERATURE. (3)

An intensive survey of the theoretical and empirical literature related to areas of merchandising, apparel, and textiles and to hospitality management and tourism. Emphasis will be placed on research literature and theory building. Prereq: Graduate standing.

MAT 700 RESEARCH PROBLEMS IN INTERIOR DESIGN, MERCHANDISING AND TEXTILES. (3)

Independent research for the exploration of a specific problem in interior design, merchandising and textiles. May be repeated to a maximum of six credits.

MAT 720 RURAL RETAIL DEVELOPMENT. (3)

Characteristics of rural retail development; analysis of economic and related problems and potential for development. Prereq: Graduate student standing.

MAT 759 SPECIAL TOPICS IN MERCHANDISING, APPAREL AND TEXTILES (Subtitle required). (3)

Advanced work on a specific topic in merchandising, apparel, and textiles. May be repeated under different topics to a maximum of 12 credits. Prereq: Graduate Standing or consent of instructor.

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MAT 785 INDEPENDENT STUDY IN MERCHANDISING, APPAREL AND TEXTILES. (1-3)

Problems involving independent laboratory, studio and/or library student 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: Nine credit hours of graduate study, consent of instructor, and contractual agreement.

MAT 790 RESEARCH PROBLEMS IN INTERIOR DESIGN, MERCHANDISING, AND TEXTILES. (3)

Independent research for the exploration of a specific problem in interior design, merchandising, and textiles. May be repeated to a maximum of six credits.