

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:

<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 2017-2018 *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

or

MA 113 Calculus I 4

VIII. Statistical Inferential Reasoning

Choose one:

STA 210 Making Sense of Uncertainty:

An Introduction to Statistical Reasoning

or

STA 296 Statistical Methods and Motivations 3

IX. Community, Culture and Citizenship in the USA

Recommended:

GEN 100 Issues in Agriculture, Food and Environment 3

X. Global Dynamics

Recommended:

MAT 247 Dress and Culture 3

UK Core hours **32**

Graduation Composition and Communication Requirement (GCCR)

RTM 425 Human Resource Management 3

Graduation Composition and Communication Requirement hours (GCCR)

..... **3**

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

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

or

STA 296 Statistical Methods and Motivations 3

Subtotal: Premajor hours **16**

Major Requirements

Hours

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 414 Merchandising Strategy Analysis 3

MAT 510 Brand Management 3

MAT 514 Retail Entrepreneurship 3

MAT 572 International Merchandising 3

RTM 340 Professional Practice 1

RTM 345 Service Management 3

RTM 499 Retailing and Tourism Management Internship 6

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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 for questions about the accreditation of University of Kentucky.

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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