

# Fashion Merchandising & Retailing - B.S.

## Curriculum

The Fashion Merchandising & Retailing bachelor's degree program prepares students for fashion and retail careers in areas such as retail sales management, fashion showroom management, executive store management, merchandise buying, visual merchandising, fashion marketing, fashion forecasting, fashion blogging, fashion promotion, and textile development.

Upon completion of the program, graduates are expected to:

- Apply the major concepts and skills related to the global fashion industry.
- Communicate effectively for diverse audiences, purposes and situations through a variety of professional methods as required in fashion and retailing industries.
- Use industry resources to address contemporary issues in global fashion.
- Apply profitability and analytical competencies necessary for careers in fashion merchandising and retailing.
- Develop targeted forecasts of the production and acquisition of consumer goods consistent with ethical business practices.

Students may increase their skills learned in this degree program by utilizing such opportunities as directed experiential education, internships, or study abroad programs. These programs are tailored based on the student's learning, interests and professional goals. Students are encouraged to network with industry professionals and explore career opportunities during industry site visits.

The Fashion Merchandising & Retailing degree program at the Providence and Charlotte campuses offers two specializations: Merchandise Buying and Fashion Marketing & Visual Merchandising.

The Merchandise Buying specialization (15 credits) is geared towards students interested in the strategic analytical side of the fashion business. It is designed to align with industry standards and complements the student's degree by developing expertise in the areas of merchandise allocation, buying, analysis and/or product development.

Upon completion of the Merchandise Buying specialization (offered at the Providence and Charlotte campuses), students are expected to:

- Apply merchandising competencies necessary for careers in product allocation and retail buying.

The Fashion Marketing & Visual Merchandising specialization (15 Credits) is designed for students considering a career in the creative side of merchandising. The specialization complements the student's degree by developing expertise in the areas of public relations, visual merchandising, fashion promotion, social media marketing, and brand communications.

Upon completion of the Fashion Marketing & Visual Merchandising specialization (offered at the Providence and Charlotte campuses), students are expected to:

- Apply visual design competencies required for creative careers in visual merchandising and fashion marketing.

## Fashion Merchandising & Retailing

A four-year program leading to the bachelor of science degree

Business Foundations		
ACCT1210	Financial Accounting	3
ACCT1220	Managerial Accounting	3
BUS1001	Introduction to Business and Management	3
BUS3010	Business Analytics	3
BUS4030	Global Strategy Capstone	3
FISV2000	Finance	3
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
MGMT2001	Human Resource Management	3
MGMT2030	Operations and Supply Chain Management I	3
MRKT1001	Marketing Foundations	3
Major Courses		
RTL1015	Introduction to Retail and Fashion	3
RTL2008	The Textiles Industry	3
RTL2122	Retail and Fashion Lab	4
RTL3065	Forecasting	3

RTL3240	Retail Math	3
RTL4050	Strategic Planning in the Fashion Industry	3
Major Electives		
One RTL-designated course at the 2000 level or higher		3
Applied/Experiential Learning		
Choose 9 credits from the following:		9
BUS4799	College of Business Internship <sup>1c</sup>	
DEE3999	Directed Experiential Education <sup>D</sup>	
Study Abroad <sup>5a</sup>		
Related Professional Studies		
CAR0010	Career Management	1
FYS1020	First-Year Seminar	1
A&S Core Experience		
Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, and one at the 4000 level		
Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
ECON1002	Microeconomics	
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives		6
ECON1001	Macroeconomics	
ENG3150	Fashion Writing	
Free Electives <sup>#</sup>		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		123.0
Merchandise Buying Specialization		15
MRKT1002	Consumer Behavior	
RTL2010	Apparel Quality Analysis	
RTL3010	Merchandise Buying	
Choose two of the following:		
DMSM2050	Spreadsheets for Data Analysis	
MRKT3020	Product Development	
RTL2005	Global Sourcing	
RTL3212	Sustainability in the Fashion Industry	
Fashion Marketing & Visual Merchandising Specialization		15
ADVC1010	Marketing Communications	
MRKT3045	Social and Digital Media Marketing	
RTL3350	Visual Merchandising	
Choose two of the following:		
GDES3050	Basics of Graphic Design	
MRKT3020	Product Development	
RTL2050	Fashion Promotion	
RTL3055	History of Fashion	
RTL3075	Textile Design for Apparel and Home Furnishings	

<sup>1c</sup>Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

<sup>D</sup> Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

<sup>5a</sup>To be eligible to count toward Applied/ Experiential Learning, a Study Abroad offering must meet certain requirements. Contact JWU Global to discuss eligible Study Abroad options for this degree program.

<sup>#</sup> In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education

courses and courses in a specialization or minor as relevant. For students who qualify for the J2 program, up to four graduate courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

**Note:** Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

**Note:** Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied, and some partners offer external scholarships. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!

## Admissions Requirements

### Undergraduate

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

For students applying as a first-year student, a completed application and high school transcript(s) are required, except in circumstances where a student is homeschooled or where the traditional high school transcript is, for various reasons, not available. For students applying as a transfer student, a completed application, high school and/or college transcript(s) is required for admissions review.

Successful candidates for first year admission have taken a high school, college preparatory academic program including English, mathematics, science, social science and foreign language. Admissions decisions may also consider individual experiences and particular circumstances unique to each student. Other considerations are made based upon recommendations, writing ability and extracurricular activities.

Visiting campus, both in-person or virtually, and interacting with admissions staff are all valuable ways of assuring that JWU is the right university for you.

## Accelerated Program Options

### J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications, and plans. The undergraduate student may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program, must fulfill all requirements for entrance into the intended graduate program and complete a graduate program application.

**Note:** Not all graduate courses are included as part of this policy. Courses offered as part of the Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies and doctoral courses are excluded from this policy and are restricted to program majors only. Additional courses and/or programs as determined by individual colleges may also have restricted access.

### Eligibility Criteria:

To be eligible to enroll in graduate level courses (excludes: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral courses and other programs as outlined by the colleges).

Undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed & registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

**Appeal to Eligibility Criteria:** College Dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College Dean / designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.