

Fashion Merchandising & Retailing - B.S.

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, skills and values related to global fashion markets and designer contributions.
- Communicate effectively to diverse audiences, purposes and situations through a variety of professional methods as required in fashion merchandising and retailing.
- Use decision-support tools to resolve contemporary business issues using ethical business practices.
- Apply creative and advanced analytical competencies necessary for careers in fashion merchandising and retail marketing.
- Identify, analyze and forecast future industry trends in the acquisition of products and manufacturing of consumer goods.

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.

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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
CAR0010	Career Management	1
FISV2000	Finance	3
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
MGMT2001	Human Resource Management	3
MGMT2020	Organizational Dynamics	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
Applied/Experiential Learning		
Choose 9 credits from the following:		9
BUS4799	College of Business Internship ^{1c}	
DEE3999	Directed Experiential Education ^D	
Study Abroad		
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, LEAD, PSCI, PSYC or SOC		
A&S Electives		6
ECON1001	Macroeconomics	
ENG3150	Introduction to Fashion Writing	
Free Electives [#]		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		122.0

Specialization in Merchandise Buying		15
MRKT1002	Consumer Behavior	
RTL2010	Apparel Quality Analysis	
RTL3010	Merchandise Buying	
Choose two of the following:		
MRKT3020	Product Development	
RTL2005	Global Sourcing	
RTL3212	Sustainability in the Fashion Industry	
Specialization in Fashion Marketing & Visual Merchandising		15
ADVC1010	Marketing Communications	
MRKT3045	Social Media Marketing	
RTL3350	Visual Merchandising	
Choose two of the following:		
GDES3050	Basics of Print Design	
MRKT3020	Product Development	
RTL3055	History of Fashion	
RTL3075	Textile Design for Apparel and Home Furnishings	

^{1c}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 adviser before scheduling internship and free elective credits.

^D 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).

[#] 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 Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty adviser before scheduling free elective credits.

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills are assessed in ENG1021 Rhetoric

& Composition II. Students who have met the requirement of ENG1021 Rhetoric & Composition II or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. 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 scholarships are available. Visit the study abroad website for information, program descriptions and online applications. *Where will you go?*