

# Fashion Merchandising & Retailing - B.S.

Effective Fall 2020, Johnson & Wales University will complete its transition from a term calendar to a semester calendar. Starting with the 2020–21 catalog, all programs will represent course requirements in semester credit hours rather than quarter credit hours. Students who started on terms and will finish their degree requirements on semesters should consult with their assigned academic counselor in Student Academic Services or faculty advisor on semester transition academic planning.

The Fashion Merchandising & Retailing bachelor's degree program prepares students for careers in a variety of marketing, managerial and executive opportunities. Students learn fashion and retail concepts in areas such as merchandise buying, visual merchandising and fashion marketing.

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.

Upon completion of the Merchandising Buying specialization, students are expected to:

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

Upon completion of the Fashion Marketing and Visual Merchandising specialization, students are expected to:

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

Students may apply skills learned in this degree program to opportunities such as directed experiential education, internships, summer work or study abroad programs. These programs are tailored based on the student's learning, interests and professional goals. Students may also meet with faculty advisers to select a specific career focus.

Upon graduation, students are prepared for fashion and retail entry-level positions in areas such as retail sales management, fashion showroom management, executive store management, merchandise buying, visual merchandising, fashion marketing, fashion forecasting, fashion blogging, fashion promotions, and textile development.

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

The Merchandising Buying specialization (22.5 credits) prepares students for careers in the fashion and retail industries and is designed to align with industry standards. This specialization complements the student's degree by providing expanded career opportunities, and gives students the opportunity to develop expertise in the areas of merchandise allocation, buying, analysis and/or product development.

The Fashion Marketing and Visual Merchandising specialization (22.5 credits) is designed specifically for those students considering visual merchandising as a career. Principles of Composition & Design (GDES1030) may be taken as an elective in this specialization at the Providence and North Miami campuses. The courses in this specialization are intended to give students the opportunity to develop expertise in areas that complement their major. These courses prepare students for careers within the field and align with industry standards. Real-world applications are embedded in this specialization. The Fashion Marketing and Visual Merchandising specialization is suitable for students who are interested in careers in fashion promotion, visual merchandising, event planning, fashion marketing, advertising, communications and fashion blogging.

## Fashion Merchandising & Retailing

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

### Business Foundations

ACCT1210	Financial Accounting	4.5
ACCT1220	Managerial Accounting	4.5
CAR0010	Career Management	1
FISV2000	Finance	4.5
FIT1040	Spreadsheet Design for Business Solutions	4.5
LAW2001	The Legal Environment of Business I	4.5
MGMT1001	Contemporary Business Management I	4.5
MGMT2001	Human Resource Management	4.5
MRKT1001	Principles of Marketing	4.5

### Major Courses

RTL1005	Introduction to Retailing	4.5
RTL1010	Textiles	4.5
RTL1020	The Business of Fashion	4.5
RTL2063	Retail Industry Seminar	4.5
RTL2095	Fashion and Retail Lab	4.5
RTL3020	Merchandise Mathematics	4.5
RTL3030	Cases in Fashion and Retail	4.5
RTL4010	Retail Executive Decision Making	4.5

### A&S Core Experience

Communications Foundation Courses		13.5
ENG1020	English Composition	
ENG1021	Advanced Composition and Communication	
ENG1030	Communication Skills	
Integrative Learning		9
Two ILS courses, one at the 2000 level, and one at the 4000 level.		
Arts and Humanities		9
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM#, LIT, or REL		
Mathematics		9
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics	
Science		4.5
One course from BIO <sup>^</sup> , CHM <sup>±</sup> , PHY <sup>°</sup> or SCI		
Social Sciences		9
ECON1001	Macroeconomics	
One course from ANTH <sup>°°</sup> , LEAD, PSCI, PSYC or SOC		
A&S Electives		9
Two courses with an EASC attribute, at least one at 3000 level or higher.		
Free Electives <sup>#</sup>		
45 credits selected from 1000-4999 numbered offerings within the university.		45
Total Credits		181.0

Visit Courses by Subject Code for a listing of all campus courses.

‡HUM courses are not offered in North Miami or Online.

^BIO courses are not offered in North Miami, Charlotte or Online.

¶CAD courses are only offered in Providence.

±CHM courses are not offered in North Miami or Online.

°PHY courses are not offered in Charlotte.

°°ANTH courses are not offered in North Miami or Charlotte.

# In addition to classes, free elective credit can be applied to a number of options such as Directed Experiential Education (DEE), Internship, Minor or Study Abroad. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact an adviser before scheduling free elective credits.

### Specialization in Merchandising Buying<sup>\*</sup>

MRKT1002	Consumer Behavior	
RTL2010	Apparel Quality Analysis	
RTL3010	Merchandise Buying	
Choose two of the following:		
MRKT3020	Product Development	
RTL2005	Global Sourcing	
RTL3060	Fashion Forecasting	

### Specialization in Fashion Marketing and Visual Merchandising<sup>\*</sup>

ADV1010	Marketing Communications	
MRKT3045	Social Media Marketing	

RTL1050	Visual Merchandising
Choose two of the following:	
MRKT3020	Product Development
RTL3055	History of Fashion
SEE2020	The Business of Event Management

\* Students may select a specialization to fulfill free elective credit.

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 will be assessed at the completion of ENG1021 Advanced Composition and Communication. Students who have met the requirement of ENG1021 Advanced Composition and Communication 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 Study Abroad programs offer a variety of international options for major, minor, Arts & Sciences, and elective credit at many price points for students during the academic year and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester. Financial aid is applicable and scholarships are available. Visit the study abroad website for information, program descriptions and online applications.