

# FASHION MERCHANDISING - B.S.

## College of the Arts

School of Fashion Design and Merchandising  
226 Rockwell Hall  
Kent Campus  
330-672-3010  
FashionSchool@kent.edu  
www.kent.edu/fashion

## Description

The Bachelor of Science degree in Fashion Merchandising allows for students to acquire a thorough background in the business aspects of the fashion industry, whereby they develop competencies in fashion theory, retail operations, management and buying, fashion forecasting and promotion, the merchandising for apparel manufacturing and the development and marketing of fashion goods.

Students participate in a study abroad/away experience, which includes opportunities to study for a semester in New York City and Florence, Italy, as well as through collaborative partnership programs with the Paris American Academy, Hong Kong Polytechnic University and Regent's University in London.

In addition, students in the Fashion Merchandising major have the opportunity to enroll in the combined degree program with the Master of Business Administration degree. The combined B.S./M.B.A. degree program allows high-achieving undergraduate students early admission into graduate school. Students enrolled in the combined degree program will complete a maximum of 12 credit hours of graduate-level coursework for the M.B.A. degree during their senior year. This allows student to accelerate their completion of the M.B.A degree after being awarded their undergraduate degree. Students complete a minimum of 150 credit hours (120 representing the B.S. degree in Fashion Merchandising and at least an additional 30 representing the M.B.A. degree). To be eligible for the combined program, students must first complete a minimum of 90 credit hours in the fashion merchandising degree with at least a 3.300 overall grade point average. Upon achieving these requirements, students submit an admissions application to the M.B.A. program by the set application deadline. Students need to satisfy all requirements for the admissions application, including the GMAT exam.

## Fully Offered At:

- Kent Campus

## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

**Freshman Students:** Admission to the Fashion Merchandising major is selective. Prospective applicants must have a minimum 3.0 overall grade point average (on a 4.0 scale); and a minimum 21 ACT composite score or a minimum 1060 SAT score.

**Transfer Students:** Admission to the Fashion Merchandising major requires a minimum 2.750 overall GPA based on minimum 24 credit hours of college-level coursework at an accredited institution. Those students meeting this GPA requirement but with fewer than 24 credit hours will be evaluated as new freshmen.

Students who do not meet the criteria for admission to the Fashion Merchandising major may be eligible for admission to the Pre-Fashion Design and Merchandising non-degree major. In addition, students who do not meet the admission criteria may initiate the process for declaring the B.S. degree in Fashion Merchandising after completing minimum 12 credit hours of non-developmental coursework at Kent State University and earning a minimum 2.750 overall GPA.

## English Language Proficiency Requirements for International Students:

All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. For more information on international admission, visit the Office of Global Education's admission website.

## Program Learning Outcomes

Graduates of this program will be able to:

1. Understand the fashion industry, fashion markets, fashion products, and services
2. Demonstrate knowledge and skills of the fashion industry through reflective experiential learning.
3. Apply integration of the key knowledge of various segments of industry from fiber to finished product, products/services, consumer markets, and technology in relation to the fashion industry.
4. Articulate conceptual and critical thinking applicable to the fashion industry.
5. Employ research processes and practices employed in the fashion industry.
6. Demonstrate their professionalism and communication skills required in the fashion industry through visual, oral, and written forms.

## University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Destination Kent State: First Year Experience	1
Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37
Writing-Intensive Course (WIC)	1 course

Students must earn a minimum C grade in the course.

Upper-Division Requirement	39 (or 42)
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120
Some bachelor's degrees require students to complete more than 120 credit hours.	

## Kent Core Requirements

Kent Core Composition (KCOMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Requirements

### Major Requirements

[BS-FM]

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
FDM 10010	FASHION FUNDAMENTALS	3
FDM 10023	FASHION VISUALS	1
FDM 10024	FASHION VISUALS LABORATORY	2
FDM 10033	FASHION FABRICS	1
FDM 10034	FASHION FABRICS LABORATORY	2
FDM 10053	INTRODUCTION TO FASHION TECHNOLOGY	1
FDM 10054	INTRODUCTION TO FASHION TECHNOLOGY LABORATORY	2
FDM 20030	FASHION APPAREL ANALYSIS	3
FDM 20263	FASHION RETAIL INDUSTRY	3
FDM 25011	FASHION BRANDING	3
FDM 30083	PROFESSIONAL SEMINAR	3
FDM 30260	PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY	3
FDM 30262	FASHION MERCHANDISE PLANNING AND BUYING	3
FDM 35011	FASHION FORECASTING	3
FDM 35270	COMPUTER APPLICATIONS IN RETAILING	3
FDM 40270	FASHION MARKETING	3
FDM 40291	SEMINAR IN FASHION MERCHANDISING (WIC) 1	3
FDM 45012	TEXTILES AND APPAREL IN THE GLOBAL ECONOMY	3
FDM 45192	INTERNSHIP IN FASHION MERCHANDISING (ELR)	3
Fashion Design and Merchandising (FDM) Electives		3
Fashion Design and Merchandising Upper-Division Electives (FDM 30000 or 40000 level) <sup>2</sup>		6
Fashion Study Away Requirement <sup>3</sup>		
<b>Additional Requirements (courses do not count in major GPA)</b>		

ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 10041	INTRODUCTORY STATISTICS (KMCR)	4
MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Basic Sciences (must include one laboratory)		6-7
Kent Core Composition		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences		3
Kent Core Additional		6
Minor Coursework and General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) <sup>4</sup>		22
<b>Minimum Total Credit Hours:</b>		<b>120</b>

- 1 Minimum C grade must be earned to fulfill the writing-intensive requirement
- 2 Maximum 6 credit hours of FDM 45093 can be used toward the FDM electives.
- 3 Students are required to participate in a study away opportunity. Students must have minimum 2.500 overall GPA to participate in this study away requirement. Choose from the following: FDM 35070; FDM 35080; FDM 35901; FDM 35902; FDM 35903; FDM 35904; FDM 35905; FDM 45392; FDM 45492; FDM 45592.
- 4 Students are required to declare and complete a minor as part of the fashion merchandising program. Students may select any minor available at Kent State, but it should be aligned with the student's overall educational and career goals. Number of credit hours depends on the minor selected.

## Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	2.500

- Participation in a study abroad/away experience
- Minimum 2.500 overall GPA required for study away
- Minimum 2.500 overall GPA required for internship

## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
FDM 10010	FASHION FUNDAMENTALS	3
FDM 10023	FASHION VISUALS	1
FDM 10024	FASHION VISUALS LABORATORY	2
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		
FDM 10053	INTRODUCTION TO FASHION TECHNOLOGY	1
FDM 10054	INTRODUCTION TO FASHION TECHNOLOGY LABORATORY	2
MATH 10041	INTRODUCTORY STATISTICS (KMCR)	4

Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
<b>Semester Three</b>		
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
! FDM 10033	FASHION FABRICS	1
! FDM 10034	FASHION FABRICS LABORATORY	2
FDM 20263	FASHION RETAIL INDUSTRY	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
<b>Semester Four</b>		
! FDM 20030	FASHION APPAREL ANALYSIS	3
FDM 25011	FASHION BRANDING	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
<b>Semester Five</b>		
FDM 30083	PROFESSIONAL SEMINAR	3
FDM 30262	FASHION MERCHANDISE PLANNING AND BUYING	3
FDM 35011	FASHION FORECASTING	3
Minor Coursework and General Electives		3
Credit Hours		12
<b>Semester Six</b>		
FDM 30260	PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY	3
FDM 35270	COMPUTER APPLICATIONS IN RETAILING	3
Fashion Design and Merchandising (FDM) Elective		3
Minor Coursework and General Electives		6
Credit Hours		15
<b>Third Summer Term</b>		
FDM 45192	INTERNSHIP IN FASHION MERCHANDISING (ELR)	3
Credit Hours		3
<b>Semester Seven</b>		
FDM 40270	FASHION MARKETING	3
FDM 45012	TEXTILES AND APPAREL IN THE GLOBAL ECONOMY	3
Fashion Design and Merchandising Upper-Division Electives (FDM 30000 or 40000 level)		3
Minor Coursework and General Electives		6
Credit Hours		15
<b>Semester Eight</b>		
! FDM 40291	SEMINAR IN FASHION MERCHANDISING (WIC)	3
Fashion Design, and Merchandising Upper-Division Electives (FDM 30000 or 40000 level)		3
Minor Coursework and General Electives		7
Credit Hours		13
Minimum Total Credit Hours:		120