FASHION MERCHANDISING - B.S.

College of the Arts
School of Fashion Design and Merchandising
www.kent.edu/fashion

About This Program
Our Bachelor of Science in Fashion Merchandising prepares you for a dynamic career in the fashion industry, with hands-on learning experiences, industry connections and opportunities for internships and study abroad. Enroll now and turn your passion for fashion into a rewarding career. Read more...

Contact Information
• William Hauck | whauck@kent.edu | 330-672-0135
• Speak with an Advisor
• Chat with an Admissions Counselor

Program Delivery
• Delivery:
  • In person
• Location:
  • Kent Campus

Examples of Possible Careers and Salaries*
Buyers and purchasing agents
• -8.8% decline
• 449,300 number of jobs
• $66,690 potential earnings

Sales representatives, wholesale and manufacturing, except technical and scientific products
• 0.9% little or no change
• 1,399,700 number of jobs
• $62,070 potential earnings

Additional Careers
• Supply chain management
• Creative director
• Event planner
• Stylist
• Logistics
• Retail management
• Marketing (mall & shopping centers)
• Trend forecasters
• Museum
• Procurement (buyer & planner) - government, health, entertainment, non-profit, fashion media, editorial

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

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 3.000 overall grade point average (on a 4.000 scale).

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.

International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions to waive) by earning a minimum 71 TOEFL iBT score, minimum 6.0 IELTS score, minimum 47 PTE score or minimum 100 DET score, or by completing the ELS level 112 Intensive English Program. For more information on international admission visit the admissions website for international students.

Program Requirements
Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 10010</td>
<td>FASHION FUNDAMENTALS</td>
<td>3</td>
</tr>
<tr>
<td>FDM 10023</td>
<td>FASHION VISUALS</td>
<td>1</td>
</tr>
<tr>
<td>FDM 10024</td>
<td>FASHION VISUALS LABORATORY</td>
<td>2</td>
</tr>
<tr>
<td>FDM 10033</td>
<td>FASHION FABRICS</td>
<td>1</td>
</tr>
</tbody>
</table>
ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS) 3

MATH 10041 INTRODUCTORY STATISTICS (KMC) 4
MKTG 25010 PRINCIPLES OF MARKETING 3
UC 10001 FLASHES 101 1

Kent Core Composition 6
Kent Core Humanities and Fine Arts (minimum one course from each) 9
Kent Core Social Sciences (must be from two disciplines) 3
Kent Core Basic Sciences (must include one laboratory) 6-7
Kent Core Additional 6

Minor Coursework and General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) 4 19

Minimum Total Credit Hours: 120

1 A minimum C grade must be earned to fulfill the writing-intensive requirement.
2 Students are required to participate in a study abroad opportunity. Students must have a minimum 2.500 overall GPA to participate in this study abroad requirement. Choose from the following: FDM 35070; FDM 35080; FDM 35589; FDM 35689; FDM 35789; FDM 35889; FDM 35989; FDM 45392; FDM 45590; FDM 45599; OGE 10095.
3 Maximum 6 credit hours of FDM 45093 can be used as an Additional Major Elective. Maximum 6 credit hours from each non-Fashion Design and Merchandising (FDM) subject area can be used as an Additional Major Elective.
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 2.500
Minimum Overall GPA 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.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 10010 FASHION FUNDAMENTALS</td>
<td>3</td>
</tr>
<tr>
<td>FDM 10023 FASHION VISUALS</td>
<td>1</td>
</tr>
<tr>
<td>FDM 10024 FASHION VISUALS LABORATORY</td>
<td>2</td>
</tr>
<tr>
<td>FDM 10043 SUSTAINABLE FASHION THINKING</td>
<td>2</td>
</tr>
<tr>
<td>FDM 10044 SUSTAINABLE FASHION THINKING LABORATORY</td>
<td>2</td>
</tr>
<tr>
<td>UC 10001 FLASHES 101</td>
<td>1</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester Two</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 10053 INTRODUCTION TO FASHION TECHNOLOGY</td>
<td>1</td>
</tr>
<tr>
<td>FDM 10054 INTRODUCTION TO FASHION TECHNOLOGY LABORATORY</td>
<td>2</td>
</tr>
<tr>
<td>MATH 10041 INTRODUCTORY STATISTICS (KMC)</td>
<td>4</td>
</tr>
</tbody>
</table>
Kent State University Catalog 2024-2025

### Semester Three

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>FDM 10033</td>
<td>FASHION FABRICS</td>
<td>1</td>
</tr>
<tr>
<td>FDM 10034</td>
<td>FASHION FABRICS LABORATORY</td>
<td>2</td>
</tr>
<tr>
<td>FDM 20263</td>
<td>FASHION RETAIL INDUSTRY</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Kent Core</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Credit Hours:** 16

### Semester Four

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 20030</td>
<td>FASHION APPAREL ANALYSIS</td>
<td>3</td>
</tr>
<tr>
<td>FDM 25011</td>
<td>FASHION BRANDING</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 25010</td>
<td>PRINCIPLES OF MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Kent Core</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Credit Hours:** 15

### Semester Five

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 30083</td>
<td>PROFESSIONAL SEMINAR</td>
<td>3</td>
</tr>
<tr>
<td>FDM 30262</td>
<td>FASHION MERCHANDISE PLANNING AND BUYING</td>
<td>3</td>
</tr>
<tr>
<td>FDM 30270</td>
<td>TRENDS AND PREDICTIVE ANALYTICS IN FASHION</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Minor Coursework and General Elective</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Credit Hours:** 15

### Semester Six

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 30260</td>
<td>PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY</td>
<td>3</td>
</tr>
<tr>
<td>Additional Major Electives</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Minor Coursework and General Electives</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

**Credit Hours:** 15

### Third Summer Term

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 45192</td>
<td>INTERNSHIP IN FASHION MERCHANDISING (ELR)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Credit Hours:** 3

### Semester Seven

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 40262</td>
<td>DATA-BASED DECISION-MAKING IN FASHION RETAILING</td>
<td>3</td>
</tr>
<tr>
<td>FDM 40270</td>
<td>FASHION INDUSTRY RESEARCH METHODS (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>Additional Major Elective</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Minor Coursework and General Elective</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Credit Hours:** 12

### Semester Eight

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 40280</td>
<td>GLOBAL FASHION VALUE CHAIN</td>
<td>3</td>
</tr>
<tr>
<td>FDM 40299</td>
<td>APPLIED PRINCIPLES IN FASHION MERCHANDISING (ELR)</td>
<td>3</td>
</tr>
<tr>
<td>Minor Coursework and General Electives</td>
<td></td>
<td>7</td>
</tr>
</tbody>
</table>

**Credit Hours:** 13

**Minimum Total Credit Hours:** 120

---

### 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.

- Flashes 101 (UC 10001) 1 credit hour
  - Course is not required for students with 30+ 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 credit hours

**Kent Core Requirements**

- Kent Core Composition (KCMP) 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

**Total Credit Hours:** 120

### 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.

### Full 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; Florence, Italy;
and Paris, France, as well as through collaborative partnership programs
with universities in Hong Kong, South Korea and 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
complete a maximum of 9 credit hours of graduate-level coursework
for the M.B.A. degree during their senior year. This allows a 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 degree program, students must first complete a minimum
of 90 credit hours in the Fashion Merchandising major 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
graduate admissions application.

Students in the Fashion Merchandising major can also pursue the
B.S. Fashion Merchandising to Juris Doctor (JD) 3+3 degree pathway
through Kent State University’s partnership with three Northeast Ohio
law schools (Case Western Reserve University School of Law, Cleveland
State University College of Law and the University of Akron School of
Law). Interested students follow a three-year set degree plan and work
closely with Kent State University’s Pre-Law Center. During the first
three years, students complete almost all their general education and
major requirements. During year four, students begin their first year of
law school courses. Upon successful completion of the first year of law
school courses, these credit hours are transferred back to Kent State
University to complete the bachelor’s degree. After graduating, students
complete their last two years of law school to earn their Juris Doctor.