**FASHION MERCHANDISING - B.S.**

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

**Examples of Possible Careers*  
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 Manager  
- Inventory Planner  
- Merchant  
- Sourcing  
- Product Development  
- Public Relations  
- Social Media  
- E-Commerce Specialist  
- Visual Merchandiser  
- Merchandise Analyst  
- Allocation Analyst  
- Supply Chain Management  
- Creative Director  
- Event Planner  
- Stylist  
- Logistics  
- Retail Management  
- Marketing (Mall & Shopping Centers)  
- Trend Forecasters  
- Museum  
- Procurement (Buyer & Planners) - Government, Health, Entertainment, & Non-Profit, Fashion Media, and Editorial

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

**Fully Offered**
- **Delivery:**  
  - In person  
- **Location:**  
  - Kent Campus

*Note  
Source of occupation titles and labor data is 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.

**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 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 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.

**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, minimum 48 PTE score or minimum 100 DET score; or by completing the ESL 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.

**Kent Core Requirements**

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
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<td>FASHION FUNDAMENTALS</td>
<td>3</td>
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<tr>
<td>FDM 10023</td>
<td>FASHION VISUALS</td>
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</tr>
<tr>
<td>FDM 10024</td>
<td>FASHION VISUALS LABORATORY</td>
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<td>FASHION FABRICS</td>
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<td>FASHION FABRICS LABORATORY</td>
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<td>FDM 10043</td>
<td>SUSTAINABLE FASHION THINKING</td>
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<td>FDM 10044</td>
<td>SUSTAINABLE FASHION THINKING LABORATORY</td>
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<tr>
<td>FDM 10053</td>
<td>INTRODUCTION TO FASHION TECHNOLOGY</td>
<td>1</td>
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<tr>
<td>FDM 10054</td>
<td>INTRODUCTION TO FASHION TECHNOLOGY LABORATORY</td>
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<tr>
<td>FDM 20030</td>
<td>FASHION APPAREL ANALYSIS</td>
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<td>FDM 20263</td>
<td>FASHION RETAIL INDUSTRY</td>
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<td>PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY</td>
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<td>FASHION FORECASTING</td>
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<td>COMPUTER APPLICATIONS IN RETAILING</td>
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<td>FASHION MARKETING</td>
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<td>FDM 40291</td>
<td>SEMINAR IN FASHION MERCHANDISING (WIC)</td>
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<tr>
<td>FDM 45012</td>
<td>TEXTILES AND APPAREL IN THE GLOBAL ECONOMY</td>
<td>3</td>
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<tr>
<td>FDM 45192</td>
<td>INTERNSHIP IN FASHION MERCHANDISING (ELR)</td>
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**Fashion Study Away Requirement**

Additional Major Electives, choose from the following subject areas: 3

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<tr>
<th>Course</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Any Accounting (ACCT) Upper-Division course (30000 or 40000 level)</td>
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</tr>
<tr>
<td>Any Architectural Studies (ARCS) Upper-Division course (30000 or 40000 level)</td>
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<td>Any Art History (ARTH) Upper-Division course (30000 or 40000 level)</td>
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<td>Any Art Studio (ARTS) Upper-Division course (30000 or 40000 level)</td>
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</tr>
<tr>
<td>Any Business Administration Interdisciplinary (BUS) Upper-Division course (30000 or 40000 level)</td>
<td>9</td>
</tr>
<tr>
<td>Any Design Innovation (DI) Upper-Division course (30000 or 40000 level)</td>
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</table>
Any Entrepreneurship (ENTR) Upper-Division course (30000 or 40000 level)
Any Finance (FIN) Upper-Division course (30000 or 40000 level)
Any Management (MGMT) Upper-Division course (30000 or 40000 level)
Any Marketing (MKTG) Upper-Division course (30000 or 40000 level)
Any Media and Journalism (MDJ) Upper-Division course (30000 or 40000 level)
Any Theatre (THEA) Upper-Division course (30000 or 40000 level)

Additional Requirements (courses do not count in major GPA)
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) 19

Minimum Total Credit Hours: 120

1 Minimum C grade must be earned to fulfill the writing-intensive requirement
2 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 35589; FDM 35689; FDM 35789; FDM 35889; FDM 35989; FDM 45392; FDM 45590; FDM 45589.
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 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
FDM 10010 FASHION FUNDAMENTALS 3
FDM 10023 FASHION VISUALS 1
FDM 10024 FASHION VISUALS LABORATORY 2
FDM 10043 SUSTAINABLE FASHION THINKING 1
FDM 10044 SUSTAINABLE FASHION THINKING LABORATORY 2
UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE 1

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

Semester Three
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

Semester Four
!
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

Semester Five
FDM 30083 PROFESSIONAL SEMINAR 3
FDM 30262 FASHION MERCHANDISE PLANNING AND BUYING 3
FDM 35011 FASHION FORECASTING 3

Kent Core Requirement 3

Minor Coursework and General Elective 3

Credit Hours 15

Semester Six
FDM 30260 PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY 3
FDM 35270 COMPUTER APPLICATIONS IN RETAILING 3

Additional Major Elective 3
Minor Coursework and General Electives 6

Credit Hours 15

Third Summer Term
FDM 45192 INTERNSHIP IN FASHION MERCHANDISING (ELR) 3

Credit Hours 3

Semester Seven
FDM 40270 FASHION MARKETING 3

Credit Hours 3
<table>
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**Semester Eight**

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<td>Additional Major Elective</td>
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<td>Minor Coursework and General Electives</td>
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**Minimum Total Credit Hours:** 120