

# FASHION MERCHANDISING - B.S.

## College of the Arts

School of Fashion Design and Merchandising

[www.kent.edu/fashion](http://www.kent.edu/fashion)

## About This Program

Earn your degree in Fashion Merchandising and gain the business expertise to thrive in the fashion industry. You will develop skills in retail management, buying, fashion forecasting, promotion and merchandising for apparel manufacturing. Expand your global perspective with study experiences in fashion capitals like New York, Paris and Florence, or through partnerships in Hong Kong, South Korea and London. Read more...

## Contact Information

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- 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 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 & 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.

Admission to the Fashion Merchandising major is selective.

**First-Year Students:** Prospective applicants must have a minimum 3.000 overall GPA (on a 4.000 scale) (*starting with the fall 2026 admission term, a minimum 2.750 overall GPA is required*).

**Transfer Students:** Prospective applicants must have 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. *Starting with the fall 2026 admission term, students who do not meet the criteria for admission to the Fashion Merchandising major will be admitted to the Exploratory Program in University College.*

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 proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international students.

# Program Requirements

## Major Requirements

Code	Title	Credit Hours	
<b>Major Requirements (courses count in major GPA)</b>			
FDM 10010	FASHION FUNDAMENTALS	3	Any Management (MGMT) Upper-Division course (30000 or 40000 level)
FDM 10023	FASHION VISUALS	1	Any Marketing (MKTG) Upper-Division course (30000 or 40000 level)
FDM 10024	FASHION VISUALS LABORATORY	2	Any Media and Journalism (MDJ) Upper-Division course (30000 or 40000 level)
FDM 10033	FASHION FABRICS	1	Any Theatre (THEA) Upper-Division course (30000 or 40000 level)
FDM 10034	FASHION FABRICS LABORATORY	2	Any Visual Communication Design (VCD) Upper-Division course (30000 or 40000 level)
FDM 10043	SUSTAINABLE FASHION THINKING	1	<b>Additional Requirements (courses do not count in major GPA)</b>
FDM 10044	SUSTAINABLE FASHION THINKING LABORATORY	2	ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS) 3
FDM 10053	INTRODUCTION TO FASHION TECHNOLOGY	1	MATH 10041 INTRODUCTORY STATISTICS (KMCR) 4
FDM 10054	INTRODUCTION TO FASHION TECHNOLOGY LABORATORY	2	MKTG 25010 PRINCIPLES OF MARKETING 3
FDM 20030	FASHION APPAREL ANALYSIS	3	UC 10001 FLASHES 101 1
FDM 20263	FASHION RETAIL INDUSTRY	3	Kent Core Composition 6
FDM 25011	FASHION BRANDING	3	Kent Core Humanities and Fine Arts (minimum one course from each) 9
FDM 30083	PROFESSIONAL SEMINAR	3	Kent Core Social Sciences (must be from two disciplines) 3
FDM 30260	PRODUCT DEVELOPMENT IN THE FASHION INDUSTRY	3	Kent Core Basic Sciences (must include one laboratory) 6-7
FDM 30262	FASHION MERCHANDISE PLANNING AND BUYING	3	Kent Core Additional 6
FDM 30270	TRENDS AND PREDICTIVE ANALYTICS IN FASHION	3	Minor Requirement and General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) <sup>4</sup> 19
FDM 40262	DATA-BASED DECISION-MAKING IN FASHION RETAILING	3	<b>Minimum Total Credit Hours:</b> 120
FDM 40270	FASHION INDUSTRY RESEARCH METHODS (WIC) <sup>1</sup>	3	<sup>1</sup> A minimum C grade must be earned to fulfill the writing-intensive requirement.
FDM 40280	GLOBAL FASHION VALUE CHAIN	3	<sup>2</sup> Students are required to participate in a study away opportunity. Students must have a minimum 2.500 overall GPA to participate in this study away requirement. Choose from the following: FDM 35070; FDM 35080; FDM 35089; FDM 35589; FDM 35689; FDM 35789; FDM 35889; FDM 35989; FDM 36589; FDM 45392; FDM 45589; FDM 45590; FDM 45689; OGE 10095.
FDM 40299	APPLIED PRINCIPLES IN FASHION MERCHANDISING (ELR)	3	<sup>3</sup> 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.
FDM 45192	INTERNSHIP IN FASHION MERCHANDISING (ELR)	3	<sup>4</sup> 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.
Fashion Study Away Requirement <sup>2</sup>			
Additional Major Electives, choose from the following: <sup>3</sup>			
Any Fashion Design and Merchandising (FDM) course			
Any Accounting (ACCT) Upper-Division course (30000 or 40000 level)			
Any Architectural Studies (ARCS) Upper-Division course (30000 or 40000 level)			
Any Art History (ARTH) Upper-Division course (30000 or 40000 level)			
Any Art Studio Art (ARTS) Upper-Division course (30000 or 40000 level)			
Any Business Administration Interdisciplinary (BUS) Upper-Division course (30000 or 40000 level)			
Any Business Analytics (BA) Upper-Division course (30000 or 40000 level)			
Any Computer Information Systems (CIS) Upper-Division course (30000 or 40000 level)			
Any Design Innovation (DI) Upper-Division course (30000 or 40000 level)			
Any Economics (ECON) Upper-Division course (30000 or 40000 level)			
Any Entrepreneurship (ENTR) Upper-Division course (30000 or 40000 level)			
Any Finance (FIN) Upper-Division course (30000 or 40000 level)			

## 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
- Students must declare and graduate with a minor to earn the B.S. degree in Fashion Merchandising.

## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this program. Students will work with their advisor to develop a sequence based on their academic goals and history. Courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

<b>Semester One</b>		<b>Credits</b>	FDM 40270	FASHION INDUSTRY RESEARCH METHODS (WIC)	3
FDM 10010		3	Additional Major Elective		3
FDM 10023		1	Minor Requirement and/or General Elective		3
FDM 10024		2			
FDM 10043		1	<b>Credit Hours</b>		12
FDM 10044		2	<b>Semester Eight</b>		
UC 10001		1	FDM 40280	GLOBAL FASHION VALUE CHAIN	3
Kent Core Requirement		3	! FDM 40299	APPLIED PRINCIPLES IN FASHION MERCHANDISING (ELR)	3
Kent Core Requirement		3	Minor Requirements and/or General Electives		7
		<b>Credit Hours</b>	<b>Credit Hours</b>		13
		<b>16</b>	<b>Minimum Total Credit Hours:</b>		<b>120</b>
<b>Semester Two</b>					
FDM 10053		1			
FDM 10054		2			
MATH 10041		4			
Kent Core Requirement		3			
Kent Core Requirement		3			
Kent Core Requirement		3			
		<b>Credit Hours</b>			
		<b>16</b>			
<b>Semester Three</b>					
ECON 22060		3			
!	FDM 10033	1	Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.		
!	FDM 10034	2			
FDM 20263		3	Experiential Learning Requirement (ELR)		varies
Kent Core Requirement		3	Students must successfully complete one course or approved experience.		
Kent Core Requirement		3			
		<b>Credit Hours</b>			
		<b>15</b>			
<b>Semester Four</b>					
!	FDM 20030	3	Kent Core (see table below)		36-37 credit hours
FDM 25011		3			
MKTG 25010		3	Writing-Intensive Course (WIC)		1 course
Kent Core Requirement		3	Students must earn a minimum C grade in the course.		
Kent Core Requirement		3			
		<b>Credit Hours</b>			
		<b>15</b>			
<b>Semester Five</b>					
FDM 30083		3	Upper-Division Requirement		39 credit hours
FDM 30262		3	Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.		
FDM 30270		3			
Kent Core Requirement		3	Total Credit Hour Requirement		120 credit hours
Minor Requirement and/or General Elective		3			
		<b>Credit Hours</b>			
		<b>15</b>			
<b>Semester Six</b>					
FDM 30260		3			
Additional Major Electives		6			
Minor Requirements and/or General Electives		6			
		<b>Credit Hours</b>			
		<b>15</b>			
<b>Third Summer Term</b>					
FDM 45192		3			
		<b>Credit Hours</b>			
		<b>3</b>			
<b>Semester Seven</b>					
FDM 40262		3			
DATA-BASED DECISION-MAKING IN FASHION RETAILING		3			

## 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.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 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
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Learning Outcomes

Graduates of this program will be able to:

1. Explain the components and processes of the fashion industry, fashion markets, fashion products and services to meet consumer needs.
2. Integrate knowledge of the fashion industry into real world scenarios through a variety of reflective, industry-focused experiential learning opportunities.

3. Apply critical thinking skills to various segments of the fashion value chain in forming strategic business decisions.
4. Apply research practices and systematic analyses to solve problems within the fashion industry.
5. Demonstrate professionalism and communication skills required within the fashion industry through visual, oral and written forms.

## Program Policies

### Physical Activity and ROTC Courses

No more than 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses or the first 16 credit hours of ROTC courses—Aerospace Studies (ASTU) and Military Studies (MSCI)—may apply to the 120 credit hours required for graduation.

Veterans who have completed a minimum of one year of active duty may receive PWS credit for military basic training according to branch of service, as follows:

- Army and Marine Corps, 3 credit hours;
- Navy and Coast Guard, 2 credit hours;
- Air Force, 1 credit hour.

### Requirement Audit

Upon completion of 60 credit hours, each student is required to contact the College of the Arts Advising office to obtain a current evaluation of progress toward completion of the student's chosen degree program. Requirement evaluations are not a substitute for meeting with a faculty advisor. Students may access GPS (Graduation Planning System) audit through their FlashLine account which provides them with information about their academic progress. Questions about GPS audits are answered in the College of the Arts Advising office.

### 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.

Students in the Fashion Merchandising major must declare a minor at Kent State.

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.