

## **APPAREL, RETAIL MERCHANDISING and DESIGN (Fashion Entrepreneurship/ Retail Merchandising)**

Students majoring in apparel, retail merchandising and design choose one of the four options – *fashion product development, fashion entrepreneurship, retail merchandising and interior merchandising*.

### *Fashion Product Development Option*

Students interested in design and product development would find the fashion product development option a great area of study. Graduates develop and deliver products to the global marketplace. This option focuses on developing, designing and marketing materials and products within the market and industry.

### *Fashion Entrepreneurship Option*

In the fashion entrepreneurship option, you will not only learn how to develop and sell products, you will also learn how to manage a successful business. Alumni from the program are using what they learned in the classroom to successfully run their own businesses.

### *Retail Merchandising Option*

New retail opportunities are emerging around the world today with digital retailing and retail technology. The course of study includes classes on sourcing, buying, merchandising, promotion, and consumer behavior.

### *Interior Merchandising Option*

Interior Merchandising is based on selling, promoting and displaying interior products. In this option, you will learn all facets of the interiors industry from furniture, textiles, lighting, accessories used, plus the merchandising of all products.

## **Background Information**

The world's textile and apparel industries are made up of companies that produce fibers, yarns, textiles and apparel, and accessory products for industrial, wholesale and individual consumers around the world. These industries are some of the largest and most productive in the world. Because of the size and nature of the textile and apparel industry, and their interconnectedness with many other industries, career opportunities are limitless.

New retail opportunities are emerging around the world. National and global retailers provide goods and services to consumers, via multichannel retailing involving traditional stores, online venues, mobile apps, social networking sites, catalogs, and direct mail. Retailers use state-of-the-art technology to respond instantaneously to changing consumer demand from around the world. The dynamic environment in the retail industry provides many exciting opportunities for college graduates interested in the competitive, fast-paced field of retailing.

## **Career Opportunities**

Graduates have an in-depth understanding of the fashion marketplace as a result of the apparel, retail merchandising and design degree. They develop a trained eye and skills to develop, showcase and sell styles to a fashion-conscious public. Graduates have a solid education foundation to provide them flexibility in a quickly changing work environment. Graduates are able to have challenging careers that build on their particular interests. For example, graduates hold positions as production developers, visual

merchandisers, technical designers, buyers, sourcing specialists, social media marketing specialists, fashion forecasters, stylists, store managers, and interior merchandisers with such companies as Target, Kohl's, Scheels, Macy's, Merchology, Evereve, Best Buy, Nordstrom, The Gap, The Buckle, Evine Live, Nike, Forever 21, Old Navy, and Duluth Trading Company, to name a few. Other graduates have used their skills to successfully run their own businesses.

Many stores limit their management positions to employees who have completed a four-year degree. Often, recruiters consider the degree a minimum requirement for a management and/or buying career. A degree in the retail merchandising option provides students with a firm grasp of business strategy. Graduates have a solid educational foundation that allows them flexibility in their career paths to move into positions in the wholesale sector, finance, marketing and sales.

## **The Program**

Positions available in the fashion and retail field are diverse with differing needs; therefore, this degree provides students with an educational background that can fit into both short- and long-range career goals. The course of study includes classes on product development, planning and buying, visual merchandising, global retailing, experiential retailing, promotion, global fashion industry, social aspects of dress, consumer behavior related to apparel selection decisions, and the analysis of textile and apparel products using textile testing equipment. Digital technology for the apparel and retail industry is introduced and reinforced in several courses.

## **Our Contacts Beyond College Walls**

The apparel, retail merchandising and design program regularly plans travel and study programs to fashion, design and/or business centers. Off-campus study provides students contact with practicing professionals. Study tours to national and international destinations expose students to the fast pace of the changing global fashion and retail industry while allowing them to earn college credit. The department's affiliation with the Fashion Institute of Technology (FIT) in New York City permits NDSU students who qualify to earn credits as visiting students and to gain experience in the heart of the fashion business world. In addition, NDSU offers many study abroad programs in which students are encouraged to participate.

## **Extra-Curricular Activities**

The Fashion, Apparel and Business Organization (FABO) allows interested students with additional contacts with professionals and opportunities for leadership. The annual spring fashion show is one of the organization's major events. Other organizations in the college and University provide further opportunities for personal and professional growth.

## **Scholarships**

Several scholarships are designated for students majoring in apparel, retail merchandising and design; additional scholarships are available to all college majors. For further information on scholarships visit the program website:  
[www.ndsu.edu/adhm/apparel\\_retail\\_merchandising\\_design](http://www.ndsu.edu/adhm/apparel_retail_merchandising_design).

## Plan of Study (Fashion Entrepreneurship/Retail Merchandising)

A sample plan of study is provided; other combinations are possible and other plans are available on the program website. Students who plan to transfer to NDSU should contact the program coordinator for guidance in selecting courses before or during their first year. Samples of two-year plan for transferred students and three-year accelerated plan are available on the program website. The Apparel, Retail Merchandising and Design (ARMD) program also provide a combined/accelerated program that allows high-achieving students to complete both a bachelor's in ARMD and master's degree in Merchandising in five years.

Please note this is a sample plan of study and not an official curriculum. Actual student schedules for each semester will vary depending on start year, education goals, applicable transfer credit, and course availability. Students are encouraged to work with their academic advisor on a regular basis to review degree progress and customize an individual plan of study.

Freshman					
Fall	Credits	Spring	Credits		
ADHM 171 Fashion Dynamics	3	ACCT 102 Fundamentals of Accounting	3		
ENGL 110 College Composition I	4	ADHM 181 Aesthetics and Visual Analysis of Apparel Products	3		
CSCI 114 Microcomputer Packages	3	COMM 110 Fundamentals of Public Speaking	3		
or MIS 116 Business Use of Computers		ENGL 120 College Composition II	3		
Gen Ed Humanities & Fine Arts	3	ECON 105 Elements of Economics	3		
Gen Ed Wellness	2				
	15		15		
Sophomore					
Fall	Credits	Spring	Credits		
ADHM 366 Textiles	3	ADHM 280 Technology Applications for the Apparel Industry	3		
ADHM 367 Textiles Laboratory	1	ADHM 371 Fashion Trend Analysis and Forecasting	3		
ENTR 201 Introduction to Entrepreneurship	3	ADHM 386 Merchandise Planning and Buying	3		
or COMM 260 Introduction to Web Design		ENTR 201 Introduction to Entrepreneurship	3		
PSYC 111 Introduction to Psychology	3	or COMM 261 Introduction to Web Development			
Gen Ed Science & Technology	3	Gen Ed Science & Technology with Lab	4		
STAT 330 Introductory Statistics	3				
or CSCI 159 Computer Science Problem Solving*					
	16		16		
Junior					
Fall	Credits	Spring	Credits	Summer	Credits
ADHM 375 Professional Development	1	ADHM 271 Visual Merchandising and Promotion	3	ADHM 496 Field Experience	4
ADHM 385 Global Fashion Economics	3				
ADHM 489 Study Tour**	1	ADHM 410 Dress in World Cultures	3		
MGMT 320 Foundations of Management	3	MRKT 362 Foundations in Retailing	3		
MRKT 320 Foundations of Marketing	3	MRKT 410 Consumer Behavior	3		
ENTR 401 Entrepreneurship Capstone	3	ENGL 321 Writing in the Technical Professions	3		
or Elective					
	14		15		4
Senior					
Fall	Credits	Spring	Credits		
ADHM 372 Global Retailing or Elective	3	ADHM 425 Experiential Retailing	3		
ADHM 470 Retail Financial Management and Control	3	ADHM 272 Product Development	3		
MRKT 465 Digital Elective or Business Elective	3	Elective	3		
Elective	3	Elective	4		
	12		13		
Total Credits: 120					

\* Prerequisites may apply

\*\* Minimum 1 credit Study Tour in consultation with your advisor. Three-credit Study Tour is typically offered in Summer

View NDSU equivalencies of transfer courses at: [www.ndsu.edu/transfer/equivalencies](http://www.ndsu.edu/transfer/equivalencies)

## For Further Information

### MAILING ADDRESS:

Apparel, Merchandising, Interior Design, and Hospitality Management | NDSU Dept 2610 | PO Box 6050 | Fargo, ND 58108-6050

DEPT LOCATION: E. Morrow Lebedeff Hall

DEPT PHONE: (701) 231-8604

DEPT WEBSITE: [www.ndsu.edu/adhm/apparel\\_retail\\_merchandising\\_design](http://www.ndsu.edu/adhm/apparel_retail_merchandising_design)

This publication will be made available in alternative formats upon request. Contact the Office of Admission (701) 231-8643 or 800-488-NDSU or ND Telecommunications Relay Service 800-366-6888 (TTY) or 800-366-6889 (voice).

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