

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

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

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.

Flexible Curriculum

Students can take all the classes online in their senior year. Three-year accelerated plans are available for all the three options. Two-year plans are available for transferred students who completed the general education requirements.

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 program'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 Opportunities

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:
https://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.

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 or ACCT 200 Elements of Accounting I			
ENGL 110 College Composition I	3	or Gen Ed Science & Technology		3	
		ADHM 181 Aesthetics and Visual Analysis of Apparel Products		3	
CSCI 114 Microcomputer Packages	3	COMM 110 Fundamentals of Public Speaking		3	
or TL 116 Business Use of Computers		ENGL 120 College Composition II		3	
ADHM 310 History of Fashion	3	ECON 105 Elements of Economics		3	
Gen Ed Wellness	2	or ECON 201 Principles of Microeconomics			
		or ECON 202 Principles of Macroeconomics			
	14			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 386 Merchandise Planning and Buying		3	
ADHM 371 Fashion Trend Analysis and Forecasting	3	ADHM 410 Dress in World Cultures		3	
ADHM 385 Global Fashion Economics	3	or ENTR 301 Entrepreneurship Toolbox I			
PSYC 111 Introduction to Psychology	3	STAT 330* Introductory Statistics		3	
Gen Ed Science & Technology	3	or CSCI 159 Computer Science Problem Solving			
or ENTR 201 Introduction to Entrepreneurship		Gen Ed Science & Technology with Laboratory		4	
	16			16	
Junior					
Fall	Credits	Spring	Credits	Summer	Credits
ADHM 375 Professional Development	1	ADHM 373 Visual Merchandising and Promotion	3	ADHM 496	4
ADHM 470 Retail Financial Management and Control	3	ADHM 472 Product Development	3	Field	
ADHM 489** Study Tour	1	MRKT 362 Foundations of Retailing	3	Experience	
MGMT 320 Foundations of Management	3	or ADHM 410 Dress in World Cultures			
or ADHM 372 Global Retailing		MRKT 410 Consumer Behavior	3		
MRKT 320 Foundation of Marketing	3	or ADHM 425 Experiential Retailing			
or ENTR 401 Entrepreneurship Capstone	3	ENGL 320 Business & Professional Communication	3		
Elective or MRKT 465	3	or ENGL 321 Writing in the Technical Professions			
	14		15		4
Senior					
Fall	Credits	Spring		Credits	
ADHM 372 Global Retailing or Elective	3	ADHM 425 Experiential Retailing or Elective		3	
Business Elective or Elective	3	COMM/ART Elective or Elective		3	
COMM/ART Elective or 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 Spring or Summer

View NDSU equivalencies of transfer courses at: www.ndsu.edu/transfer/equivalencies

For Further Information

College of Human Sciences & Education
 NDSU Dept 2600, PO Box 6050
 Fargo, ND 58108-6050
 COLLEGE PHONE: (701) 231-8211
 COLLEGE WEBSITE: www.ndsu.edu/hse

Apparel, Merchandising, Interior Design, and Hospitality Management
 NDSU Dept 2610, PO Box 6050, Fargo, ND 58108-6050
 DEPARTMENT PHONE: (701) 231-8604
 PROGRAM WEBSITE:
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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