

Apparel Merchandising

Associate in Applied Science Degree

(Code: EVFSH)

Apparel Merchandising is designed to prepare graduates for apparel-related positions in the field of retailing; it offers classroom instruction, study tours, and practical work experience to give students a comprehensive education. Classroom instruction consists of a blend of business courses with apparel courses. Study tours are developed through combined efforts of coordinators and students to provide a firsthand look at many aspects of the fashion industry. Numerous retail stores across Iowa provide opportunities for paid work experience in apparel merchandising. Career opportunities for fashion merchandising graduates are varied. Opportunities to progress in management with large retail organizations hinge on a graduate's willingness to relocate; however, career opportunities in this field exist in any community which has apparel stores.

General Education	Credit Hours
ECN120 Principles of Macroeconomics	3
ENG105 Composition I	3
MAT156 Statistics I	3
SPC112 Public Speaking	3
Total	12

Program Requirements	Credit Hours
ACC111 Introduction to Accounting	3
ADM154 Business Communications	3
APP105 Introduction to Fashion Marketing	3
APP150 Clothing Selection	3
APP160 Sewn Products Analysis	3
APP210 Apparel Textiles	3
APP245 Fashion Computer Design	3
APP800 Professional Development	1
APP907 Co-op Field Experience	3
BUS161 Human Relations	3
CSC118 Computer Systems & Applications	3
CSC119 Computer Systems & Applications II	3
MGT101 Principles of Management	3
MKT110 Principles of Marketing	3
MKT140 Principles of Selling	3
MKT150 Principles of Advertising	3
Electives (courses approved for AA)	11
Total	57
Total Required Hours	69