



COLLEGE OF
EDUCATION AND
HUMAN SCIENCES

DESIGN, HOUSING AND MERCHANDISING: FASHION MERCHANDISING



OVERVIEW

Incorporate the art of creative expression with the science of marketing and business operations as you study Fashion Merchandising as OSU. You will have the opportunity to learn and produce creative work as well as use technology and data analytics to keep up with the latest market trends and client demands, identify product development opportunities, and regulate buying/selling operations. Through classroom case studies and an integrated professional internship experience, you will also learn how to price items correctly; know when to reduce them; stock enough of the right styles, colors, fabrics and sizes; and ensure that stores are well supplied and operate efficiently. You will know how to have the right product at the right time and place for optimal consumer experiences, and you will be poised to succeed in abundant and diverse career opportunities with national brands, manufacturers, product developers and design firms.

PROGRAM HIGHLIGHTS

- Cutting-edge curriculum shaped and supported by an advisory board consisting of 21 independent business owners and corporate leaders from companies like Leg Apparel, GERBER Technology, Walmart, Target, VF Corporation and Global Brands.
- Faculty with extensive retail experience in the global marketplace.
- Top 20 fashion merchandising program ranking among 167 schools reviewed by Art Career Project.
- You are eligible to apply for Fashion Scholarship Fund scholarships, which total \$1.2 million each year.
- Annual program trip to New York for industry and alumni events and interviews at prospective internship sites.
- Faculty-led study abroad experiences in locations such as London, Paris and Spain.

NOTABLE NUMBERS

#5 **#5 ranked** Fashion Merchandising program in the southwest region of the U.S. by Fashion-Schools.org.

STUDENT PERSPECTIVE

“The professors’ experience in the industry combined with their knowledge of styling and visual merchandising as well as textiles and sustainability prepared me to obtain a job and win a national merchandising award in my field. The summer internship program provided me real-world experience with internationally known stylist Samantha Brown in New York City. More than a degree, this program gave me knowledge, experience and the confidence in myself I needed to start my career.”

– Summer Stevens, Fashion Merchandising graduate

PEOPLE. PASSION. PURPOSE.

FASHION MERCHANDISING

(120 total credit hours)

SAMPLE FOUR-YEAR PLAN OF STUDY

1

FALL

Fundamentals of the Fashion Industry
Design Theory and Processes
Composition I*
American History*
First Year Seminar

14 hrs.

SPRING

Textiles
Wicked Problems of Industrial Practice
Composition II*
College Algebra*
American Government**
Economics*

16 hrs.

2

FALL

Sewn Products Quality Analysis
Retail Strategies in Digital Sector
Accounting
General Education Course

13 hrs.

SPRING

Technology for Visual Communication
Heritage of Dress
Problem Solving Strategies
Research Methods
General Education Course

15 hrs.

3

FALL

Profitable Merchandising Analysis
Visual Merchandising
Marketing
Statistics
Science Course*

15 hrs.

SPRING

Merchandising Acquisition and Allocation
Global Sourcing Strategies
Lifespan of Human Development
Humanities Course*
Controlled Elective
Pre-Internship Seminar

16 hrs.

SUMMER Professional Internship 4 hrs.

4

FALL

Fundamentals of Management
Sustainability Modules Choice
General Education Course
Controlled Elective
Any Elective

14 hrs.

SPRING

Material Culture
Product Development Processes
Controlled Elective
Any Elective

13 hrs.

*Suggested for students seeking concurrent, dual credit or Advanced Placement (AP) course options to apply directly to this degree plan. Refer to the OSU Transfer Credit Guide and Credit By Exam Guide for specific course information online at okstate.edu.

RELATED MINORS AND CERTIFICATES

Fashion Design ◦ Entrepreneurship ◦ Management ◦ Marketing ◦ International Business

Minors are designed to enhance and complement a major field of study. They are not required, and additional courses may need to be added to the plan above.

PROSPECTIVE STUDENT SERVICES

Watson Family Center for Student Development
106 Willard | Stillwater, OK 74078
(405) 744-6350 | educate@okstate.edu

More about this major: okla.st/merch



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