DESIGN AND MERCHANDISING (B.A.)

Curricula in this area provide a liberal education as well as the opportunity for a professional concentration in the fields of apparel design and fashion merchandising.

Admission Requirements

Admission Requirements for this program are satisfied by the general requirements for undergraduate admission (https://bulletins.wayne.edu/undergraduate/general-information/admission/) to the University.

Degree Requirements

Candidates must complete a minimum of 120 credits including satisfaction of the University General Education requirements (https://bulletins.wayne.edu/undergraduate/general-information/general-education/) and all departmental and area requirements as indicated below. A minimum grade of C- must be earned in each required course in the major in order for the course credit to count toward completion of the degree. All course work must be completed in accordance with the regulations of the University (https://bulletins.wayne.edu/undergraduate/general-information/academic-regulations/) and the College (https://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/academic-regulations/) governing undergraduate scholarship and degrees.

Major Requirements

Code	Title	Credits
Core Requirements		
ADN 2410	Textiles	3
AFA 3400	Clothing and Culture	3
AFA 3460	Introduction to Merchandising	3
ADN 5430	History of Costume	3
AFA 5997	Seminar	3
Language Requirement: two courses of the same language; any language other than English [1]		
Language 1010		4
Language 1020		4
Total Credits		**23**

Fashion Merchandising Concentration

This concentration develops understanding and practical skills related to the planning, buying and selling of fashion merchandise. Students gain insights into the various aspects of the apparel industries including marketing, sales, styling, publicity, advertising, visual presentation, fashion coordination, and merchandising. Possible careers include positions in management, buying, and fashion promotion and sales.

Code	Title	Credits
Fashion Merchandising Option Requirements		
AFA 3470	Global Issues in Fashion Merchandising	3
AFA 5460	Merchandising II	3
AFA 5470	Visual Merchandising: Display	3
AFA 5490	Retail Math	3
AFA 5992	Supervised Field Experience	3
One Fashion Design or Merchandising Elective (select one of the following):		3
AFA 2420	Construction Methods I	
AFA 5410	Fashion Entrepreneurship	
AFA 5472	Special Topics in Fashion	
Cognate Requirements		
AFA 3480	Fashion Marketing Management	3
AFA 4660	Fashion Retail Management	3
9 credit hours of Business electives from the following areas: Accounting (ACC); Business Administration (BA); Finance (FIN); Global Supply Chain (GSC); Marketing (MKT); Management (MGT)		9
Total Credits		**33**

Design and Merchandising Honors Curriculum (B.A. and B.S. Programs)

(15 Credits required)

The Department of Art and Art History Honors program offers capable students the opportunity to pursue independent study and to work closely with department full-time faculty members. Completion of the honors major results in an honors degree designation on the diploma.

Departmental Honors Requirements

In order to enter the Departmental Honors program a student must have achieved academic excellence in a college or university with a g.p.a. of 3.3. A student must meet all regular major requirements including the following:

Code	Title	Credits
Honors Option Required Courses		
Three Honors Option AFA or AFI courses at the 2000-level to 5000-level (internships cannot satisfy this requirement)		9
One Honors Seminar offered (HON 4200 through HON 4280)		3
One Honors Project (ACS 5996 – Honors Project)		3
Total Credits		**15**

The student must maintain a 3.3 g.p.a overall and in the major.