

MOUNT MARY UNIVERSITY

FASHION BUSINESS

SCHOOL OF ARTS & SCIENCES

The Fashion Business major appeals to students with an interest in retail and fashion and to those with an instinctive understanding of trends, planning, styling and a passion for business. Successful students are both creative and analytical and have strong business acumen.

This program builds knowledge about the rapidly evolving trends driving retail sales, understanding the global supply chain, store planning and visual merchandising, styling and brand management. Students share foundational courses in fashion history, two-dimensional design and color theory, as well as liberal arts core with the fashion design students. This major encourages students to pursue a minor in business merchandising or other related minors in communications, graphic design or writing for new media.

Graduates may become buyers, product developers, merchandisers, photo stylists, and retail management leaders. Past graduates found employment at local and national retailers including Target, Kroger, Nordstrom, Macy's, Kohl's, Menards and Harley-Davidson Motor Company.

Other Fashion Programs of Study

FASHION DESIGN MAJOR: The fashion design major is an ideal choice for students who are passionate about the creative process, and want to develop skills in design, garment construction, illustration and patternmaking. Students can explore opportunities in both creative design and technical design fields in the fashion industry.

POSTGRADUATE CERTIFICATE PROGRAM: Certificate programs are open to women and men who already hold a bachelor's degree. Postgraduate certificates are available in either fashion design or fashion business. Certificate students take courses in the major area in which they earn a certificate and are not required to take academic core classes.

Study Tours and Study Abroad Opportunities

Mount Mary's fashion department sponsors a study tour to New York City every other year in the fall. Students visit museums, fixture showrooms, forecasting services, design studios, apparel showrooms and influential shopping areas.

Fashion students have the opportunity to study in Paris every other year in January, during winter break. Mount Mary faculty partner with the Paris-American Academy to provide classes in apparel and accessory design and trend analysis. The program includes hands-on study with European couture drapers, accessory designers, art and costume historians and trend forecasters.

INTERNSHIPS

The fashion department has developed unique cooperative relationships with regional fashion businesses, offering students the opportunity to observe, consult and work in the field. All fashion majors complete an internship before graduation to enhance their skills and marketability. The student's interests and career plans play a part in determining the specific location and type of internship.

ANNUAL FASHION SHOW

The student-designer fashion show is part of CREO, the annual celebration of the School of Arts and Design. Merchandise management and design students from the fashion show coordination class plan and execute the production along with a team of production professionals. Fashion design majors design and construct all the garments that are juried for entrance to the show. Regarded as one of the top student shows in the country, performances draw an audience of over 1,500 people each spring.

Learn more and watch previous shows at mtmary.edu/creo.

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[instagram.com/mountmaryfashion](https://www.instagram.com/mountmaryfashion)

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|--------------|-------------|------------------|---|
| MAJOR | CORE | ELECTIVES | MINOR (Business Merchandising Recommended) |
|--------------|-------------|------------------|---|

! indicates sequential courses that must be taken in the semester noted | (*) indicates a major course that also fulfills a core requirement

Depending on choice of minor, merchandising management credit load/course choices will vary.

Fashion electives can include NYC Study Tour, Paris Study Tour, Independent Study.

| FALL Courses | | SPRING Courses | |
|---|------------|---|---------------|
| FRESHMAN YEAR | | | |
| ENG 110 or ENG 120 (depending on placement) | 3 | ENG 120 (if needed) | 3 |
| FYS 100 First Year Seminar | 3 | FSH 265 Global Retailing Principles | 3 |
| FSH 107 Fashion Concepts & Careers | 2 | Core | 3 |
| COM 104 / COM 105 Public Speaking | 2 | ART 105 2D Design & Color Theory (*Fine Arts) | 3 |
| ! MAT 111 College Algebra | 4 | Core | 3 |
| | | Core | 3 |
| TOTAL | 14 credits | TOTAL | 15-18 credits |
| SOPHOMORE YEAR | | | |
| ! BUS 331 Principles of Marketing | 3 | ! GRD 200 Professional Practice | 1 |
| FSH 235 Textiles | 3 | ! FSH 319 Visual Presentation | 3 |
| Minor | 3 | GRD 232 Adobe Tech Principles | 3 |
| SEA 101 Search for Meaning | 4 | FSH 321 Fashion History (*Global) | 3 |
| BUS 111 Intro to Software | 3 | Minor | 3 |
| | | Elective | 2 |
| TOTAL | 16 credits | TOTAL | 15 credits |
| JUNIOR YEAR | | | |
| Minor | 2 | FSH 331 Trend Forecasting | 3 |
| ! BUS 340 Consumer Behavior | 3 | Minor - BUS 302 Macroeconomics (*Humanistics) | 3 |
| FSH 398 Internship | 2 | Core | 3 |
| ! FSH 367 CAD for Merchandisers | 3 | Elective | 2 |
| Core | 3 | Core | 3 |
| Core World Language | 3 | | |
| TOTAL | 16 credits | TOTAL | 14 credits |
| SENIOR YEAR | | | |
| ! FSH 344 Fashion Career Strategies | 1 | FSH 375 Fashion Show Coordination | 3 |
| FSH 380 Special Topics in Merch Mgt | 2 | Core | 3 |
| ! FSH 320 Fashion Lifecycle | 3 | ! FSH 322 Product Analysis | 3 |
| Minor | 3 | Minor | 3 |
| FSH 418 Buying & Asst. Pl | 3 | Elective | 3 |
| Core | 3 | | |
| TOTAL | 15 credits | TOTAL | 15 credits |

UPDATED OCT. 2024

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Student review progress toward fulfilling their degree requirements.



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