

MINOR IN

FASHION MERCHANDISING



TOTAL MINOR COURSEWORK: 18 HRS

All courses are 3 credit hours unless otherwise noted

MINOR CORE: 9 HRS

FMD 2233 Introduction to Fashion Merchandising (*Fall only*)

FMD 2234 Apparel Construction (*Fall only*)

FMD 2244 Fashion & Fiber (*Spring only*)

FASHION MERCHANDISING ELECTIVES: 9 HRS

Choose 3 courses from the following list. At least one course must have an FMD prefix

ART 1110 Design Fundamentals 2D

ART 1111 Design Fundamentals 3D

ART 2910 Introduction to Graphic Design

BUS 3100 Survey of Marketing Principles

FMD 1244 Survey of Fashion

FMD 2245 Fashion E-tailing

FMD 3200 The History of Fashion

FMD 3233 Retail Mathematics

FMD 3244 Global Fashion Forecasting

FMD 3838 Apparel Development and Design

FMD 4772 Sustainability and Social Change in Fashion

FMD 4848 Cultural Aspects of Fashion

FMD 4858 CArt & Fashion

FMD 4926 Visual Merchandising

WHAT IS FASHION MERCHANDISING?

Fashion merchandising is more than just selling clothing, it's about understanding the business of fashion and shaping the way people experience style. At its core, it involves planning, buying, promoting, and selling clothing and accessories while ensuring that the right products are available in the right quantities, at the right time, and in the right place.

At Eastern Illinois University, students in the Fashion Merchandising program dive into the fast-paced and ever-evolving world of fashion. The curriculum blends creativity with business strategy, giving students the tools to succeed in retail management, product development, styling, and more. Courses such as *Fashion Buying*, *Visual Merchandising*, *Apparel Construction*, *Retail Mathematics*, *History of Fashion* and *Cultural Aspects of Fashion* prepare students to analyze trends, understand consumer behavior, and bring innovative fashion ideas to market.

QUESTIONS? CONTACT:

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