

HARDING UNIVERSITY

Fashion Merchandising

**Department of Family and Consumer Sciences
College of Sciences**

Degree: B.S. in Fashion Merchandising

Contact:

Becky Boaz, MSE, CFCS
Department of Family and Consumer Sciences
HU Box 12233
915 East Market Street
Searcy, AR 72149-2233

Phone: 501.279.4675
E-mail: rboaz@harding.edu



Olen Hendrix

Certification

Exists in some job fields in the fashion industry, for example, buyers, purchasers, store managers.

Description of Major

The apparel and textile industry is one of the largest employers in the nation. Fashion merchandising includes a study of product planning, development, marketing, and fashion merchandising consumer targeted goods for profit in a competitive market. The field seeks people who have knowledge of the fast-paced fashion world, and who also possess keen business skills. Graduates are in high demand and have excellent advancement opportunities.

Outside the Classroom

Students are encouraged to join the American Association of Family and Consumer Sciences and the Arkansas Affiliate. This student organization sponsors trips to state and national conferences where students can interact with professionals in the field. High-achieving students may be selected for membership in Kappa Omicron Nu, an honorary society that recognizes scholarship in the field of family and consumer sciences. Harding's chapter of KON is Nu Delta. The professional associations and honor societies provide excellent opportunities for students to develop leadership skills.

**Bachelor of Sciences Degree
Fashion Merchandising Major (FMER)**

REQUIREMENTS	HOURS
Liberal Arts:	44
Student must take ECON 201, CHEM 114 and MATH 151. These courses are counted in the hours required for the major.	
FCS Program Foundations:	6
FCS 100, 205, 400	
Family and Consumer Sciences Core:	65
ACCT 205, BUS 435 (must be taken for 3 credit hours to meet program requirements), CHEM 114, COMM 177, ECON 201, FCS 101, FCS 203, FCS 260, FCS 261, FCS 263, FCS 267 (Must be taken for 3 credit hours to meet program requirements.), FCS 301 (this course must be taken twice for credit to meet program requirements), FCS 309, FCS 311, FCS 391, FCS 413, IS 101, MATH 151, MKTG 240, MKTG 331, FGT 368, PRS 336.	
Electives:	7
Remaining Bible:	6
BUS 435, included in the core, satisfies the Bible requirement in the semester it is taken.	
TOTAL HOURS	128

Employment Opportunities

The world of fashion is not just one job, but actually a number of jobs.

- Fashion marketers generally work to get consumers interested in a fashion.
- Fashion merchandisers work at presenting clothing to stores.
- Fashion designers come up with latest trends, create and produce them for the runway.

Examples of job titles include:

- Product coordinator
- Marketing representative
- Assistant buyer
- Fashion coordinator
- Visual Merchandiser
- Sales Representative
- Manufacturer's representative
- Fashion director
- Store Manager
- Costume designer

JUST TO NAME A FEW!