

Fashion and Consumer Studies

Bachelor of Science (BS)

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Retail and wholesale fashion merchandising is one of today's most vital and dynamic industries. This ever-changing field includes global opportunities in the areas of apparel, accessories, home furnishings and gifts. Opportunities include the fields of retail, media, public relations and technology. Academic training is designed to develop the creative, technical and business skills to become a successful fashion professional.

Becoming Career Ready...

/ Faculty work closely with students by providing them with professional development opportunities embedded within the fashion and consumer studies curriculum. The program is housed in Dempster Hall, a corporate-style facility that promotes hands-on learning with state-of-the-art technology and collaborative working spaces.

/ Fashion and Consumer Studies graduates work in a variety of retail and wholesale fashion markets. Examples of job titles include a fashion buyer, visual merchandiser, social media representative, boutique owner, department manager, fashion advertising director, retail manager and product coordinator.

/ Students are engaged throughout the Fashion and Consumer Studies curriculum to develop knowledge and professionalism, as well as practical skills, to pursue various career trajectories upon graduation.

/ 100% of Southeast programs offer real-world experience. Fashion and Consumer Studies students earn this experience through being exposed to all areas of the global fashion business in the classroom, participating in an internship that fits their skills and future goals within the fashion industry, traveling to national and international markets, or participating in a study abroad program offered within the Donald L. Harrison College of Business and Computing. Students also experience merchandising by running the Shoppe at Catapult Creative House on Broadway. Access to entrepreneurial programming is available through the Douglas C. Greene Center for Innovation and Entrepreneurship.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills to jobs and opportunities in the field. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Internship and Employment Opportunities of Recent Graduates:

- Tory Burch
- Saks Fifth Avenue
- Dillard's
- Uniqlo
- Nordstrom
- Donna Karan New York
- Victoria's Secret
- TJ Maxx
- JC Penney
- Macy's
- Hollister
- Loft
- University Tees
- Coach
- Kohl's
- Talbott's
- David's Bridal
- The Buckle
- Claire's
- Caleres
- Target
- Kate Spade
- South by Sea
- Independently owned boutiques

Special Options with Fashion Merchandising

Students in this major must have a minor. Students are advised to pursue a minor in fashion entrepreneurship although other minors can be arranged for students whose interests lie in other areas.

Travel to Fashion Markets...

- International opportunities for study and travel
- Annual visits to New York—fashion's favorite city
- Available as electives for both majors and minors

Transfer and Dual Credit Students

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transfercredit.

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This is a guide based on the 2020-2021 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

CURRICULUM CHECKLIST

"Critical Courses" are italicized and bolded. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.

Fashion & Consumer Studies – 51 Hours Required – Fashion Entrepreneurship minor required

- ___ FA104 Beyond Project Runway (3)
- ___ FA110 Introduction to Fashion Merchandising (3)
- ___ FA114 Visual Merchandising (3)
- ___ FA120 Clothing Construction (3)
- ___ **FA 207 Textiles (3)**
- ___ FA 250 History of Costume I (3)
- ___ FA 251 History of Costume II (3)
- ___ FA 300 Professional Image & Behavior (3)
- ___ FA 310 Fashion Forecasting (3)
- ___ FA 315 Retail Buying (3)
- ___ FA 350 Apparel Aesthetics (3)
- ___ FA 421 Retail Strategy (3)
- ___ FA 450 Global Fashion Economics (3)
- ___ FA 530 Internship (6)

Choose 6 hours:

- ___ FA 121 Intermediate Clothing Construction (3)
- ___ FA 480 Fashion Merchandising Practicum (3)
- ___ FA 520 Survey of National Markets (3)
- ___ FA 521 Survey of International Markets (3)

Additional requirements:

- ___ EC 101 Economic Problems & Policies (3)
- ___ GM 180 Introduction to Graphic Technology (3)
- ___ MG 301 Principles of Management (3)
- ___ MG 356 Foundations of Human Resources Management (3)
- ___ UI 355 Consumer & the Market (3)
- ___ UI 480 Social & Psychological Aspects of Dress (3)

General Education Requirements – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	EC101	3
	EN100	3	FA110	3
	FA104	3	General Education	3
	General Education	3	General Education	3
	General Education	3	General Education	3
	Total	15	Total	15
SECOND YEAR	FA114	3	FA207	3
	FA120	3	FA 251	3
	FA 250	3	GM180	3
	General Education	3	General Education	3
	General Education	3	General Education	3
	Total	15	Total	15
THIRD YEAR	ER361 (Minor Req.)	3	FA300	3
	FA315	3	FA310	3
	FA350	3	FA Elective	3
	MG301	3	MG356	3
	General Education	3	UI355	3
	Total	15	Total	15
FOURTH YEAR	ER551 (Minor Req.)	3	ER561 (Minor Req.)	3
	FA421	3	FA450	3
	UI480	3	FA530	6
	FA Elective	3	Elective	3
	Elective	3		
	Total	15	Total	15

A minimum 2.00 GPA in the major and overall are required to graduate with a BS degree.

Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

All Harrison College of Business and Computing majors are encouraged to study abroad during their junior or senior year. Numerous opportunities exist from 10 days to a full semester. Programs are available in which all classes are taught in English and tuition rates are the same as Southeast's.

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Degree Map 2020-2021

To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
semo.edu

To explore the
Harrison College of Business and
Computing online, visit
semo.edu/business-computing

For advising
Center for Academic Advising
semo.edu/advising