

MERCHANDISING (MRCH)

MRCH 1330 Principles of Merchandising 3 SCH (3-0)

Introduction to merchandising with an overview of production and merchandising systems.

MRCH 3332 Mrch Buying & Assort Planning 3 SCH (3-0)

Basic accounting methods and financial management of retail inventory. Interpretation and use of data related to buying, control, assortment planning and merchandise allocation. Prerequisite: MRCH 1330.

MRCH 4330 Promo Strategies in Mrch 3 SCH (3-0)

Overview of promotional activities as they support the merchandising function; emphasis on planning, creating, and evaluating visual displays and other promotional materials. Prerequisite: MRCH 1330.

MRCH 4331 Cultural Influences on Mrch 3 SCH (3-0)

Impact of cultural and societal diversity on merchandise meaning, consumer choices, and consumer behavior with emphasis on fashion and dress. Prerequisite: MRCH 1330.

MRCH 4334 Product Development 3 SCH (3-0)

Examination of processes related to forecasting, product planning, sourcing, technology, pricing, production methods, and branding strategies for retail consumer goods. Prerequisites: MRCH 1330 and MRCH 3332.

MRCH 4336 Sust & Global Sourcing 3 SCH (3-0)

Examination of the textile and apparel industry within the context of sustainability of supply chain and global sourcing practices; emphasis on current political, social, and economic developments in the international marketplace. Prerequisites: MRCH 4331 and MRCH 4334.

MRCH 4340 Internship in Merchandising 3 SCH (3-0)

An off-campus learning experience enabling the acquisition and application of marketing skills in an actual work setting. Prerequisite: approval of department chair.