

MAJOR IN APPAREL AND MERCHANDISING, MERCHANDISING CONCENTRATION

The Merchandising concentration focuses on the development of knowledge and skills necessary to engage in the marketing and retailing of consumer goods for an identified target market. This includes coursework in consumer behavior, entrepreneurship, merchandising processes/management, merchandise buying/procurement, promotion, retailing, retail store design, and the global industry (economics, politics, and trade).

Learn more about the Merchandising concentration on the Department of Design and Merchandising website (<https://www.chhs.colostate.edu/dm/programs-and-degrees/b-s-in-apparel-and-merchandising/merchandising-concentration/>).

Requirements



Effective Fall 2023

Freshman

		AUCC	Credits
AM 101	Fashion Industries		3
AM 110	Apparel and Merchandising Digital Technology		3
AM 130	Awareness and Appreciation of Design	3B	3
CHEM 103	Chemistry in Context (GT-SC2)	3A	3
CHEM 104	Chemistry in Context Laboratory (GT-SC1)	3A	1
CO 150	College Composition (GT-CO2)	1A	3
DM 192A	First Year Seminar: Apparel and Merchandising		1
MATH 117	College Algebra in Context I (GT-MA1)	1B	1
MATH 118	College Algebra in Context II (GT-MA1)	1B	1
MATH 124	Logarithmic and Exponential Functions (GT-MA1)	1B	1
Select one course from the following:			3
PSY 100	General Psychology (GT-SS3)	3C	
SOC 100	Introduction to Sociology (GT-SS3)	3C	
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)			3B
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			3A
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)			1C
Total Credits			32

Sophomore

ACT 205	Fundamentals of Accounting		3
AM 220	Textiles		3
AM 250	Dress and Human Behavior (GT-SS3)	3C	3
AM 270	Merchandising Processes		3

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AM 275	Product Development I		3
DM 272	Consumers in the Marketplace		3
ECON 202	Principles of Microeconomics (GT-SS1)	3C	3
SPCM 200	Public Speaking		3
Select one course from the following:			3
STAT 201	General Statistics (GT-MA1)	1B	
STAT 204	Statistics With Business Applications (GT-MA1)	1B	
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)			3

Total Credits **30**

Junior

AM 321	Advanced Textiles		3
AM 330	Global Sourcing of Textiles and Apparel	4B	3
AM 366	Merchandising Promotion		3
AM 371	Merchandise Planning and Control		4
DM 360/MKT 360	Retailing		3
DM 492	Professional Practice		2
MGT 305	Fundamentals of Management		3
MKT 305	Fundamentals of Marketing		3

Select one course from the following: 3

FIN 305	Fundamentals of Finance		
Upper-Division AM or DM Elective ¹			
Upper-Division AM or DM Elective ¹			3
Advanced Writing (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#advanced-writing)			2

Total Credits **33**

Senior

AM 479	Merchandising Policies and Strategies	4A,4C	3
DM 487A ²	Internship: Merchandising		12
Upper-Division AM or DM Elective ¹			6
Electives			4

Total Credits **25**

Program Total Credits: **120**

Internship Alternative Courses^{2,3}

Code	Title	Credits
AM 335	Textiles and Apparel Supply Chains	3
AM 342	Computer-Aided Textile Design	3
AM 344	Adobe Illustrator for Apparel Design	3
AM 363	Historic Costume	3
AM 364	History of Fashion Designers/Manufacturers	3
AM 373	Apparel Design and Retail Entrepreneurship	3
AM 421	Textiles Product Quality Assessment	3
AM 430	International Retailing	3
AM 450	Social-Psychological Aspects of Clothing	3
AM 460	Historic Textiles	3
AM 466	Retail Environment Design and Planning	3
ART 350	Fibers II	4
ART 351	Fibers III	4
ART 450	Fibers IV	4

ART 451	Fibers V	4
DM 400	U.S. Travel-New York City	3
DM 470A	International Design and Merchandising: Apparel	2
DM 470B	International Design and Merchandising: Interior Design	2
DM 474	Fashion Show Production and Event Planning	3
DM 482	Travel Abroad	1
JTC 301	Corporate and Professional Communication (GT-C03)	3
JTC 310	Copy Editing	3
JTC 311	History of Media	3
JTC 316	Multiculturalism and the Media	3
JTC 320A	Reporting: General News	3
JTC 320B	Reporting: Sports	3
JTC 320C	Reporting: Business	3
JTC 320D	Reporting: Government and Political	3
JTC 320H	Reporting: Special Topics	3
JTC 326	Online Storytelling and Audience Engagement	3
JTC 340	Video Editing	3
JTC 342	Writing for Visual Media	3
JTC 350	Public Relations	3
JTC 361	Writing for Specialized Magazines	3
JTC 372	Web Design and Development	3
JTC 411	Media Ethics and Issues	3
JTC 412	International Mass Communication	3
JTC 413	New Media Trends and Society	3
JTC 414	Media Effects	3
JTC 415	Communications Law	3
JTC 471	Research for Public Communicators	3
MGT 320	Contemporary Management Principles/Practices	3
MGT 330	Creativity, Innovation, and Value Creation	3
MGT 340	Fundamentals of Entrepreneurship	3
MGT 410	Leadership and Organizational Behavior	3
MGT 420	New Venture Creation	3
MGT 440	New Venture Management	3
MGT 470	Managerial Decisions-Issues and Analysis	3
MGT 475	International Business Management	3
MKT 366	Services Marketing	3
SOC 301	Development of Sociological Thought	3
SOC 302	Contemporary Sociological Theory	3
SOC 330	Social Inequality	3
SOC 342	Work and Leisure in Society	3
SOC 362	Social Change	3
SOC 460	Environmental and Natural Resource Sociology	3
TH 363	Costume Design II	3

¹ Select upper-division (300- to 400-level) AM or DM courses ending in -00 to -79.

² Registration for DM 487A depends on acceptance by a cooperating company. Students not enrolled in an internship will select 12 credits from the department list of Internship Alternative Courses.

³ Courses used to fulfill upper-division AM or DM electives in the program cannot be used to fulfill course requirements for internship alternatives.

Major Completion Map

Distinctive Requirements for Degree Program:

Minimum grade requirements for Apparel and Merchandising - Merchandising concentration are as follows: AM 101, AM 130, AM 270, DM 272, MATH 117, MATH 118, MATH 124 with grades of C (2.000) or better.

Freshman

Semester 1		Critical	Recommended	AUCC	Credits
AM 101	Fashion Industries	X			3
AM 130	Awareness and Appreciation of Design		X	3B	3
CO 150	College Composition (GT-CO2)			1A	3
DM 192A	First Year Seminar: Apparel and Merchandising				1
MATH 117	College Algebra in Context I (GT-MA1)			1B	1
MATH 118	College Algebra in Context II (GT-MA1)	X		1B	1
Select one course from the following:					3
PSY 100	General Psychology (GT-SS3)			3C	
SOC 100	Introduction to Sociology (GT-SS3)			3C	

Total Credits**15**

Semester 2		Critical	Recommended	AUCC	Credits
AM 110	Apparel and Merchandising Digital Technology	X			3
CHEM 103	Chemistry in Context (GT-SC2)			3A	3
CHEM 104	Chemistry in Context Laboratory (GT-SC1)			3A	1
MATH 124	Logarithmic and Exponential Functions (GT-MA1)			1B	1
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)				3B	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)				3A	3
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)				1C	3

Total Credits**17****Sophomore**

Semester 3		Critical	Recommended	AUCC	Credits
ACT 205	Fundamentals of Accounting		X		3
AM 220	Textiles				3
AM 275	Product Development I				3
DM 272	Consumers in the Marketplace	X			3
ECON 202	Principles of Microeconomics (GT-SS1)		X	3C	3

Total Credits**15**

Semester 4		Critical	Recommended	AUCC	Credits
AM 250	Dress and Human Behavior (GT-SS3)			3C	3
AM 270	Merchandising Processes	X			3
SPCM 200	Public Speaking				3
Select one course from the following:					3
STAT 201	General Statistics (GT-MA1)			1B	
STAT 204	Statistics With Business Applications (GT-MA1)			1B	
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)				3D	3

Total Credits**15****Junior**

Semester 5		Critical	Recommended	AUCC	Credits
AM 330	Global Sourcing of Textiles and Apparel	X		4B	3
AM 366	Merchandising Promotion		X		3
AM 371	Merchandise Planning and Control		X		4
MKT 305	Fundamentals of Marketing	X			3
Upper-Division AM/DM Elective					3

Total Credits**16**

Semester 6		Critical	Recommended	AUCC	Credits
AM 321	Advanced Textiles	X			3
DM 360/ MKT 360	Retailing	X			3
DM 492	Professional Practice	X			2
MGT 305	Fundamentals of Management				3
Select one course from the following:					3
FIN 305	Fundamentals of Finance				
Upper-Division AM/DM Elective					
Advanced Writing (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#advanced-writing)				2	3
Total Credits					17
Senior					
Semester 7		Critical	Recommended	AUCC	Credits
AM 479	Merchandising Policies and Strategies		X	4A,4C	3
Upper-Division AM/DM Electives					6
Electives					4
Total Credits					13
Semester 8		Critical	Recommended	AUCC	Credits
DM 487A	Internship: Merchandising	X			12
The benchmark courses for the 8th semester are the remaining courses in the entire program of study.					
Total Credits					12
Program Total Credits:					120