



WESTERN MICHIGAN UNIVERSITY

**Schoolcraft College**

**Fall 2016**

## **Western Michigan University Fashion Merchandising & Fashion Design and Development Curriculum Guide**

**Introduction:** The fashion merchandising and design majors prepare students for careers in the dynamic, fast-paced fashion industry. Students gain knowledge about the industry processes and products, and focus their studies in merchandising or design and development to achieve specific career goals. Experiential and study abroad opportunities supplement a strong curriculum to assure that graduates can succeed in a culturally diverse and global industry.

- Click [here](#) to see how our alumni have transformed their “passion for fashion” into challenging and creative careers;
- The **Fashion Design and Development major** includes courses in apparel construction, pattern making and computer aided design, supplemented by studies in business and merchandising;
- The **Fashion Merchandising major** includes courses in retail buying and management, visual merchandising, promotion and entrepreneurship, as well as 18 credit hours in the Haworth College of Business;
- Students in both majors have the option to complete up to 24 credit hours at The Fashion Institute of Technology in New York; The Regents University of London, England; or The Florence University of Arts in Florence, Italy. Check with the College of Education and Human Development (CEHD) Advising Office for details.

### **Required courses that may be taken at Schoolcraft toward either major:**

#### **WMU courses**

BUS 1750

COM 1040 or 1700

MKTG 2500

#### **Schoolcraft courses**

BUS 101

COMA 103 or 200

BUS 226

#### **Courses specifically required for Fashion Merchandising:**

ACTY 2100

ACCT 201

#### **General education requirements:**

Click on this link for [WMU general education requirements](#).

**Important Comments:**

- The Fashion Merchandising major requires 69 credits in the major, and no minor;
- The Design and Development major requires 75 credits for the major, and no minor;
- To declare a Fashion Merchandising, or a Design and Development major, students must visit the College of Education and Human Development(CEHD) Office of Admissions and Advising (see contact information below);
- The CEHD Office of Admissions and Advising assists students in planning their studies. Majors should meet with an advisor each semester to ensure that they stay on track toward graduation;
- Visit the [Fashion Merchandising and Design department website](#) for more information;
- Prospective students may arrange a department visit by contacting Dr. Barbara Frazier or Ms. Kelly Weathers (see contact information below).

**Contact information:**

Dr. Barbara Frazier  
barbara.frazier@wmich.edu  
(269) 387-3719

Ms. Kelly Weathers  
kelly.weathers@wmich.edu  
(269) 387-3730

**Advising for FMD majors, and for questions about general education:**

College of Education and Human Development (CEHD) for Undergraduate Advising  
wmich.edu/education/advising  
(269) 387-3474