



# Apparel Marketing and Merchandising

## Department of Textile and Apparel Management

### Degree Program Requirements

Degree Program Requirements include General Education courses; HES College requirements; and Professional Program courses.

## GENERAL EDUCATION

### \*English: 3 hours

- ENGLSH 1000: Exposition and Argumentation  
Two Writing Intensive courses: One must be in the major.  
Prerequisite: ENGLSH 1000
- T A M 2500 Social Appearance in Time and Space (3)
- T A M 3510 History of Western Dress (3)

### \*Mathematics: 3 hours

- MATH 1120: College Algebra  
Math Reasoning Proficiency course may be fulfilled with TAM 2300 or TAM 4990. Prerequisite: MATH 1120 with a grade in the C range.
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### American History or Government: 3 hours

- HIST 1100, 1200, 1400, 2210, 2440, 4000, 4220, 4230, or POL SC 1100, 1700, 2100

### Distribution of Content: 27 hours

- Courses approved for the Distribution of Content may be found at: <http://generaleducation.missouri.edu/requirements/>  
- Choose at least one course numbered 2000 or higher in two different areas of the distribution.

### Biological, Mathematical and Physical Sciences: 9 hours

At least one Biological or Physical Science and its related laboratory. Two different areas of science must be completed. NUTR S 1034 or 1340 may count as Biological Science, but may not 'double count' as an HES Foundation.

(Recommend ESC PS 4170)

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### Social and Behavioral Sciences: 9 hours

At least two different departments must be represented. American History or Government course may 'double count.' (Recommend ECONOM 1014 & 1015.)

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\* Courses in these categories must be completed with a grade of C- or better.

### Humanities and Fine Arts: 9 hours

At least one course from two different departments must be represented. COMMUN 1200 may 'double count.' (Foreign language is an exception. A minimum of 12-13 hours of the same foreign language must be taken to fulfill the Humanities requirement.)

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### \*Capstone Experience

Completed during last two semesters of coursework.

- T A M 4990 Retail Marketing and Merchandising (3)

## HES COLLEGE

### Foundation Courses: 6-7 hours

At least one course from two different departments must be represented.

- GN HES 1100 Intro to Human Environmental Sciences (1)  
(Required for freshmen; recommended for transfer students.)
- ARCHST 1600 Fundamentals of Environmental Design (3) WI or  
ARCHST 4620 Environment and Behavior (3)
- FINPLN 2183 Personal and Family Finance (3) or  
FINPLN 2185 Consumer as Entrepreneur (3)
- H D FS 1600 Foundations of Family Studies (3) or  
H D FS 1610 Intimate Relationships and Marriage (3) or  
H D FS 2400 Principles of Human Development (3) WI
- NUTR S 1034 Nutrition, Concepts and Controversies (3) or  
NUTR S 1340 Introduction to Exercise and Fitness (3) or  
NUTR S 2380 Diet Therapy for Health Professionals (3)
- SOC WK 1115 Social Welfare and Social Work (3) or  
SOC WK 2000 Exploration in Social and Economic Justice (3) or  
SOC WK 4710 Social Justice and Social Policy (3)

### Communication: 3 hours

COMMUN 1200 also counts as Humanities; COMMUN 3571 also counts as an upper-level Behavioral Science.

- Choose from COMMUN 1200, 3571, 3575



# Apparel Marketing and Merchandising Professional Program

## Core Requirements (31 hours)

- T A M 1100 Intro. to the Textile and Apparel Industry (3)
- T A M 1200 Basic Concepts of Apparel Design and Production (3)
- T A M 1300 Softgoods Retailing (3)
- T A M 1400 Softgoods Consumer Behavior (3)
- T A M 2120 Professional Seminar (1)
- T A M 2200 Textiles (3)
- T A M 2500 Social Appearance in Time and Space (3)
- T A M 3110 Textiles and Apparel in the Global Econ. (3)
- T A M 3410 The Clothing/Textile Consumer (3)
- T A M 3510 History of Western Dress (3)
- T A M 4110 Global Sourcing (3)

## Area of Competence (9 hours)

- T A M 2300 Retail Financial & Merch. Control (3)
- T A M 3100 Fundamental of E-Commerce (3)
- T A M 4990 Retail Marketing and Merchandising (3)

## T A M Elective (9 hours)

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## Supporting Course Requirements (27 hours)

Some of these courses may “double count” for General Education requirements. This may provide additional elective hours.

- ECONOM 1014 Principles of Microeconomics (3) **or**  
AG ECON 1041 Applied Microeconomics (3)
- ECONOM 1015 Principles of Macroeconomics (3) **or**  
AG ECON 1042 Applied Macroeconomics (3)
- STAT 1200 Intro to Statistical Reasoning (3) **or**  
STAT 1300 Elementary Statistics (3) **or**  
STAT 1400 Statistical Analysis (3) **or**  
STAT 2500 Intro to Probability and Statistics (3) **or**  
ESC PS 4170 Intro. to Educational Statistics (3)
- <sup>1</sup>ACCTCY 2036 Accounting I (3)
- <sup>1</sup>ACCTCY 2037 Accounting II (3)
- <sup>1</sup>FINANC 2000 Survey of Business Finance (3)
- <sup>1</sup>MANGMT 3000 Fundamentals of Management (3)
- <sup>1</sup>MRKTNG 3000 Principles of Marketing (3)
- <sup>1</sup>Business Elective (3000 level course or higher)

## General Electives

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<sup>1</sup> Courses required for a Business minor- apply at 111 Cornell Hall. At least 15 of the 18 total hours must be taken in residence at the University of Missouri-Columbia. A student is able to use only one transfer course from another institution for the minor and it must be below the 3000 level. To earn the business minor, students must have at least a 2.00 GPA in the required courses. If a student has taken more than 18 business hours, all business courses taken will be included when calculating the business minor GPA. Both Accounting courses must be either both from MU or both transferred.

**Minimum of 120 credit hours are required to complete this degree program.**



# Apparel Marketing and Merchandising

## Sample Course Guide

### FIRST YEAR - FALL SEMESTER

ENGLSH 1000 Exposition and Argumentation	3
GN HES 1100 Intro to Human Env Sciences	1
HES Foundation	3
Humanities	3
Science w/lab (recommend Chem 1100)	3
TAM 1100 Intro to Textile and Apparel Industry	3
<b>Total</b>	<b>16</b>

### SECOND YEAR - FALL SEMESTER

Communications	3
ECONOM 1014 Microeconomics	3
General Elective	3
TAM 2200 Textiles	3
TAM 2500 Social Appear. in Time and Space (WI)	3
<b>Total</b>	<b>15</b>

### THIRD YEAR - FALL SEMESTER

ACCTCY 2036 Accounting I	3
Statistics (Recommend ESC PS 4170)	3
TAM 2120 Professional Seminar	1
TAM 2300 Retail Financial & Merch. Control	3
TAM Elective	3
<b>Total</b>	<b>13</b>

### FOURTH YEAR - FALL SEMESTER

General Elective (recommend 3000-level Bus. Elec.)	3
TAM 3110 Tex. & Apparel in the Global Economy	3
MRKTNG 3000 Principles of Marketing	3
TAM 3100 Fundamentals of E-Commerce	3
TAM Elective	3
<b>Total</b>	<b>15</b>

### FIRST YEAR - SPRING SEMESTER

American History or Government	3
Humanities	3
MATH 1120 College Algebra	3
TAM 1200 Basic Concepts of Design and Production	3
TAM 1300 Softgoods Retailing	3
<b>Total</b>	<b>15</b>

### SECOND YEAR - SPRING SEMESTER

Biological/Physical Science	3
ECONOM 1015 Macroeconomics	3
FINANC 2000 Survey of Business Finance	3
TAM 1400 Softgoods Consumer Behavior	3
TAM 3510 History of Western Dress (WI)	3
<b>Total</b>	<b>15</b>

### THIRD YEAR - SPRING SEMESTER

ACCTCY 2037 Accounting II	3
General Elective	3
HES Foundation	3
TAM 3410 The Clothing/Textile Consumer	3
TAM Elective	3
<b>Total</b>	<b>15</b>

### FOURTH - SPRING SEMESTER

General Elective	4
General Elective	3
MANGMT 3000 Fundamentals of Management	3
TAM 4990 Retail Marketing and Merchandising	3
TAM 4110 Global Sourcing	3
<b>Total</b>	<b>16</b>



# Textile and Apparel Management

## Examples of Careers Pursued by Graduates of the Program

The department prepares students for a range of positions in the softgoods industry and the business world more broadly. This includes jobs with apparel firms, retailers, textile firms, marketing firms, sourcing firms, museums, media, public relations firms, and many others.

### Examples of Recent Graduates' Positions:

- Product Developer, Nike corporate headquarters near Portland, Oregon
- Technical Designer, Abercrombie & Fitch headquarters in Columbus, OH
- Various areas of store management, Target Corporation, Kohl's, and many chains
- Technical Designer, Laundry (a division of Perry Ellis International), New York
- Merchandising Trainee, JCPenney Corporate Office
- Visual Concepts Coordinator, BCBG Max Azria Group in New York
- Assistant Product Execution Specialist, Jockey International in Wisconsin
- Visual Merchandising, Dolce & Gabbana, New York
- Technical designer, Design Resources Incorporated, in Kansas City area
- Merchandise Distribution Analyst, Payless ShoeSource corporate headquarters in Topeka, KS
- Supply Chain Improvement Bear, Build-A-Bear Workshop, London
- Visual Department/Retail Design Coordinator, Dillard's St. Louis Division.
- Buyers in several areas of Dillard's, Macy's,
- Manager of Public Relations, Van Cleef & Arpels headquarters in New York
- Market Analyst, Invista (formerly DuPont Textiles) in Wilmington, DE
- Importing specialists with shoe importers in the St. Louis area
- Distribution Analyst, Brown Shoe Company, with headquarters in St. Louis.

### Examples of Positions Held by Graduates with Additional Experience:

- President of Sales, Kenneth Cole Reaction Division in New York City.
- Creative Director, Juicy Couture Baby, New York
- Founder and Owner of Jennifer Ouellette, Inc. (upscale millinery) in New York City.
- Curator of Fashion, Phoenix Art Museum
- Vice President, Marketing and Retail Services, Perry Ellis International, Miami headquarters
- Technical Designers at corporate offices of Kohl's, Talbot's, Dillard's, Nordstrom, Target & others
- Sourcing Manager, Cintas Corporation, Chicago area
- Textile & Apparel Trade Specialist, Office of Textiles and Apparel, U.S. Dept. of Commerce
- Operations Manager, Oxford Apparel corporate headquarters, in Vidalia, Georgia
- Executive Vice-President/Secretary, Paramount Apparel International headquarters
- President/Founder/CEO of UniquelyMe.com in New York
- Deputy Managing Director, Taiwan Textile Federation in Taipei, Taiwan
- Purchasing Coordinator, Toray Flourofibers (America), Inc. in Decater, AL
- Buyers, Macy's, Wal-Mart, JCPenney, Target, Dillard's, and others
- VP of Merchandising, Summit Resource Imports (sports/outdoor wear) in Montana
- Positions with many other key companies in the industry including Ralph Lauren, Burberry, Coach Liz Claiborne, Pier 1, Crate & Barrel, Kellwood, Russell Athletic, Vanity Fair, Li & Fung, Gap, QVC, Tiffany and Company, The Limited, Victoria's Secret, Loveable, Carter's, Avia, and Guess?.