



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
- TAM 2500 Social Appearance in Time and Space (3)
- TAM 3520 19th & 20th Century Western Dress (3)

*Mathematics: 3 hours

- MATH 1100: College Algebra
Math Reasoning Proficiency course may be fulfilled with TAM 2300 or TAM 4990. Prerequisite: MATH 1100 with a grade in the C range.
- _____

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. NEP 1034 or 1340 may count as Biological Science, but may not 'double count' as an HES Foundation.

- Chem 1100 Atoms & Molecules with lab (required) _____
- Statistics (Recommend ESC PS 4170) _____
- _____

Social and Behavioral Sciences: 9 hours

At least two different departments must be represented. American History or Government course may 'double count.'

- Econ 1014 or Ag Econ 1041 _____
- Econ 1015 or Ag Econ 1042 _____
- Mrktng 3000 _____

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.)

- Commun 1200 _____
- _____
- _____

*Capstone Experience

Completed during last two semesters of coursework.

- TAM 4990 Retail Marketing and Merchandising (3)

HES COLLEGE

Foundation Courses: 6-7 hours

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

- ARCHST 1600 Fundamentals of Environ. Design (3)(WI), or ARCHST 2100 Understanding Architecture and the American City (3), or ARCHST 2323 Sustainable Building Design Fundamentals (3) (Phy Sci Lab), or ARCHST 2620 People, Places, & Design (3), or ARCHST 4323 Sustainable Technologies and Systems (3) (Phy Sci & MRP) ARCHST 4430 Design with Historic Preservation (3)
- FINPLN 2183 Personal and Family Finance (3), or FINPLN 4380 Assessing the American Dream (3)
- GN HES 1100 Intro to Human Environmental Sciences (1) (Required for freshmen; recommended for transfer students.)
- HDFS 1600 Foundations of Family Studies (3), or HDFS 1610 Intimate Relationships and Marriage (3), or HDFS 2400 Principles of Human Development (4) WI
- NEP 1034 Nutr Current Concepts and Controversies (3), or NEP 1340 Nutr and Fitness (3), or NEP 2222 Landscape of Obesity (3), or NEP 2380 Diet Therapy for Health Prof (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

- Choose from COMMUN 1200, 3571, 3575 (COMMUN 1200 (recommended) can double dip as a Humanities credit)

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



Apparel Marketing and Merchandising Professional Program

Core Requirements (28 hours)

- TAM 1200 Basic Concepts of Apparel Design and Production (3)
- TAM 1300 Softgoods Retailing (3)
- TAM 2120 Professional Seminar (1)
- TAM 2200 Science of Textiles (3)
- TAM 2400 Global Consumers (3)
- TAM 2500 Social Appearance in Time and Space (3)
- TAM 3200 Softgoods Quality Evaluation (3)
- TAM 3520 19th & 20th Century Western Dress (3)
- TAM 4110 Global Sourcing (3)
- TAM 4400 The Clothing/Textile Consumer (3)

Area of Competence (9 hours)

- TAM 2300 Retail Financial & Merch. Control (3)
- TAM 3700 Multi - Channel Retailing, **or**
TAM 3300 Retail and Merchandising Analysis(3)
- TAM 4990 Retail Marketing and Merchandising (3)

TAM Electives (15 hours)

- _____
- _____
- _____
- _____
- _____

¹ 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.

Supporting Course Requirements (27 hours)

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

- ¹ACCTCY 2010 Introduction to Accounting(3) **or**
ACCTCY 2026 Accounting I (3) **or**
ACCTCY 2036 Accounting I (3)
- ¹Business Elective (3000 level course or higher)
- CHEM 1100 Atoms & Molecules with lab (3)
- ¹ECONOM 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)
- ¹FINANC 2000 Survey of Business Finance (3)
- ¹MANGMT 3000 Fundamentals of Management (3)
- ¹MRKTNG 3000 Principles of Marketing (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 Applied Statistics (3)

General Electives

- _____
- _____
- _____
- _____

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



Apparel Marketing and Merchandising

Sample Course Guide

FIRST YEAR - FALL SEMESTER

Bio/Physical Sci (Recommend NEP 1034)	3
CHEM 1100 Atoms & Molecules with lab	3
ENGLSH 1000 Exposition and Argumentation	3
GN HES 1100 Intro to Human Env Sciences	1
History or Political Science	3
TAM 1300 Softgoods Retailing	3
Total	16

FIRST YEAR - SPRING SEMESTER

COMMUN 1200	3
Humanities	3
MATH 1100 College Algebra	3
TAM 1200 Basic Concepts of Design and Production	3
TAM 2200 Science of Textiles	3
Total	15

SECOND YEAR - FALL SEMESTER

ECON 1014 or AG ECON 1041 Microeconomics	3
HES Foundation	3
Humanities	3
TAM 2400 Global Consumers	3
TAM 2500 Social Appear. in Time and Space (WI)	3
Total	15

SECOND YEAR - SPRING SEMESTER

ECON 1015 or AG ECON 1042	3
General Elective	1
HES Foundation	3
Statistics (Recommend ESC PS 4170)	3
TAM 2300 Retail Financial & Merch. Control or General Elective	3
TAM 3520 19th & 20th Century Western Dress	3
Total	16

THIRD YEAR - FALL SEMESTER

ACCTCY 2010 Intro to Accounting or ACCTCY 2026 or ACCTCY 2036	3
MRKTNG 3000 Principles of Marketing	3
TAM 2120 Professional Seminar	1
TAM 2300 Retail Financial & Merch. Control or General Elective	3
TAM 3200 Softgoods Quality Evaluation	3
TAM Elective	3
Total	16

THIRD YEAR - SPRING SEMESTER

General Elective.	3
TAM 3300 Retail and Merchandising Analysis or TAM 3700 MultiChannel Retailing in the Digital World	3
TAM 4110 Global Sourcing	3
TAM Elective	3
TAM Elective	3
Total	15

FOURTH YEAR - FALL SEMESTER

FINANC 2000 Survey of Business Finance	3
General Elective	3
MANGMT 3000 Fundamentals of Management	3
TAM 4400 The Clothing/Textile Consumer	3
TAM Elective	3
Total	15

FOURTH - SPRING SEMESTER

Business elective (3000 level course or higher)	3
General Elective	3
TAM 4990 Retail Marketing and Merchandising	3
TAM Elective	3
Total	12



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 Decatur, 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?.