Apparel Marketing and Merchandising Track

Textile & Apparel Management (TAM) is a program which focuses on the apparel and textile supply chain. The curriculum emphasizes leadership, the global supply chain, sustainability, creativity/innovation and technology. Students have access to state-of-the-art design and apparel technology labs. The Apparel Marketing and Merchandising track prepares students for careers in merchandising, buying, e-retailing, and retail management. Students earn a Bachelor of Science in Textile and Apparel Management. Tracks are not identified on the diploma or transcript.

Core Requirements (28 hours)
- TAM 1200 Basic Concepts of Apparel Design and Prod. (3)
- TAM 1300 Softgoods Retailing (3)
- TAM 2120 Professional Seminar (1)
- TAM 2200 Science of Textiles (3)
- TAM 2400 Global Consumers (3)
- TAM 2500W Social Appearance in Time and Space (3)
- TAM 3200 Softgoods Quality Evaluation (3)
- TAM 3520W 19th and 20th Century Western Dress (3)
- TAM 4110 Global Sourcing (3)
- TAM 4400 The Clothing/Textile Consumer (3)

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 ABM 1041 Applied Microeconomics (3)
- ECONOM 1015 Principles of Macroeconomics (3) or ABM 1042 Applied Macroeconomics (3)
- 1FINANC 2000 Survey of Business Finance (3)
- 1MANGMT 3000 Principles of Management (3)
- 1MRKTNG 3000 Principles of Marketing (3)
- STAT 1200 Intro to Statistical Reasoning (3) or STAT 2500 Intro to Probability and Statistics (3) or ESC PS 4170 Intro. to Applied Statistics (3)

Area of Competence (9 hours)
- 4TAM 2300 Retail Finance & Merchandise Control (3)
- 5TAM 3700 Multi-Channel (Omnichannel) Retailing in the Digital World, or 6TAM 3300 Retail and Merch. Analysis (3)
- 7TAM 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 may use only one transfer course from another institution for the minor. Only 3 hours of Economics are required for the minor. To earn the Business minor, students must have at least a 2.00 cumulative 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.

2TAM 2500W and TAM 3520W - ENGLISH 1000
3TAM 3200 - TAM 2200
4TAM 2300 - TAM 1300 or MRKTNG 3000, MATH 1100
5TAM 3700 - Jr. standing
6TAM 3300 - TAM 2300
7TAM 4990 - TAM 2300, ACCTCY 2036, 2026, or 2010
Apparel Marketing and Merchandising
Sample Course Guide

**FIRST YEAR - FALL SEMESTER**
- Bio/Physical Sci (Recommend NEP 1034 or NEP 1340) 3
- CHEM 1100 Atoms & Molecules with lab 3
- ENGLISH 1000 Exposition and Argumentation 3
- GN HES 1100 Intro to Human Env Sciences 1
- Am. History or Government 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 ABM 1041 Microeconomics 3
- HES Foundation 3
- Humanities 3
- TAM 2400 Global Consumers 3
- TAM 2500W Social Appear. in Time and Space (WI) 3
- **Total 15**

**SECOND YEAR - SPRING SEMESTER**
- ECON 1015 or ABM 1042 Macroeconomics 3
- General Elective 1
- HES Foundation 3
- Statistics (Recommend ESC PS 4170) 3
- TAM 2300 Retail Financial & Merch. Control 3
- TAM 3520W 19th and 20th Century Western Dress 3
- **Total 16**

**THIRD YEAR - FALL SEMESTER**
- ACCTCY 2010 Intro to Accounting, or ACCTCY 2026, or ACCTCY 2036 3
- General Elective 3
- MRKTNG 3000 Principles of Marketing 3
- TAM 2120 Professional Seminar 1
- TAM 3200 Softgoods Quality Evaluation 3
- TAM Elective 3
- **Total 16**

**THIRD YEAR - SPRING SEMESTER**
- General Elective 3
- TAM 3300 Retail and Merchandising Analysis 3
- or TAM 3700 MultiChannel (Omnichannel) Retailing 3
- 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
- General Elective 3
- MANGMT 3000 Principles of Management 3
- TAM Elective 3
- **Total 15**

**FOURTH - SPRING SEMESTER**
- Business elective (3000 level course or higher) 3
- TAM 4400 The Clothing/Textile Consumer 3
- TAM 4990 Retail Marketing and Merchandising 3
- TAM Elective 3
- **Total 12**

A minimum of 120 total hours required.

The suggested sequence of courses matches course prerequisites. Follow this sample schedule, or verify prerequisites before enrolling.

Effective Fall 2018