



TEXTILES & APPAREL MERCHANDISING

COLLEGE OF HEALTH AND HUMAN SERVICES
WESTERN KENTUCKY UNIVERSITY

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DESIGN, MERCHANDISING & TEXTILES

Department of Consumer & Family Sciences Design, Merchandising & Textiles

Academic Complex 302

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Degree Offering: Bachelor of Science

Program Description:

The focus of this concentration is to prepare graduates who can successfully fulfill focal roles as managers, merchandisers, and problem solvers in the textile and apparel industry.

Career Opportunities in Design, Merchandising and Textiles, Textiles and Apparel Merchandising Concentration:

Examples of careers for the graduate of this program are: buyer trainee, multi-line manager for factory outlet(s), direct marketer, mid-level manager in textile and apparel merchandising, quality assurance director, product development manager, sales representative, museum curator, visual merchandiser, fashion consultant/coordinator, planner, entrepreneur, and product merchandiser.

Bachelor of Science, Textiles and Apparel Merchandising Concentration- Design, Merchandising and Textiles:

The Design, Merchandising, and Textiles degree (Ref. #536 Textiles and Apparel Merchandising Concentration (CTAM) consists of 73 hours in Textiles and Apparel Merchandising content courses, 41 hours of general education, and other general electives to total 120 hours.

Student Organizations

Fashion, Inc.

Phi Upsilon Omicron

For more information contact the department office at 270-745-4352.

College of Health and Human Services Resources

The CHHS Academic Center of Excellence offers student personal advising, professional publications, academic enrichment activities, tutoring for CHHS courses, assistance with degree program completion and career exploration/planning, and a state-of-the-art computer lab with latest software for CHHS majors.

Textiles & Apparel Merchandising

Department of Consumer & Family Sciences

College of Health and Human Services

2009-2010

| Fall | | | First Year | | | Spring | | |
|--------|-------|----|----------------------------|--------|-------|--------|--|--|
| ENG | 100 | 3 | Intro to College Writing | DMT | 131 | 3 | Basic Apparel Construction | |
| DMT | 110 | 3 | Design Concepts | DMT | 120 | 4 | Design Studio I | |
| DMT | 132 | 3 | Perspectives of Dress | | | 3 | Gen Ed Course (ART 100 or 105 suggested) | |
| CHHS | 175 | 3 | CHHS—University Experience | HIST | | 3 | 119 OR 120 Western Civilization | |
| | | 3 | General Education Course | MATH | | 3 | 109 OR 116 | |
| Credit | Hours | 15 | | Credit | Hours | 16 | | |

| Fall | | | Second Year | | | Spring | | |
|--------|-------|----|--|--------|-------|--------|---|--|
| ENG | 200 | 3 | Intro to Literature | DMT | 221 | 3 | Creative Problem Solving/Design & Merch | |
| DMT | 222 | 3 | CAD in Human Environment | DMT | 231 | 3 | Textile & Apparel Quality Analysis | |
| DMT | 223 | 3 | Textiles | COMM | | 3 | 145 OR 161 Public Speaking | |
| | | 3 | General Education Course (Foreign Lang.) | | | 3 | General Education Course | |
| | | 3 | Gen Ed Course (ECON 150 suggested) | | | 3 | Gen Ed Course (PHYS 103 recommended) | |
| Credit | Hours | 15 | | Credit | Hours | 15 | | |

| Fall | | | Third Year | | | Spring | | |
|--------|-------|----|---------------------------------|--------|-------|--------|----------------------------|--|
| DMT | 321 | 3 | Prof. Ethics & Issues Seminar | ENG | 300 | 3 | Writing in the Disciplines | |
| DMT | 322 | 3 | Merchandising I for DMT | CFS | 311 | 3 | Family Relations | |
| DMT | 332 | 3 | History of 20th Century Fashion | DMT | 333 | 3 | Fashion Fundamentals | |
| MGT | 210 | 3 | Organization & Management | DMT | 334 | 3 | Apparel Design Management | |
| CFS | 111 | 3 | Human Nutrition | MKT | 220 | 3 | Basic Marketing Concepts | |
| Credit | Hours | 15 | | Credit | Hours | 15 | | |

| Fall | | | Fourth Year | | | Spring | | |
|--------|-------|----|------------------------------|--------|-------|--------|----------------------------------|--|
| DMT | 431 | 3 | Clothing & Human Behavior | DMT | 432 | 3 | Visual Merchandising & Promotion | |
| DMT | 433 | 3 | Fashion Synthesis | DMT | 435 | 3 | Computer Applications in TAM | |
| DMT | 422 | 3 | Textile Design & Performance | DMT | 421 | 3 | Portfolio Design | |
| TAM | | 3 | TAM Elective | CFS | 310 | 3 | Management of Family Resources | |
| | | 3 | General Education Course | | | | | |
| Credit | Hours | 15 | | Credit | Hours | 12 | | |

Summer

CFS 410 4 Internship

Total Credit Hours = 121

Student must maintain a "C" or better in each course in the major.

This sequencing is a basic guide and may be individualized for you by your academic advisor.