

ATT 3100: Fashion Merchandising

3 Credit Hours

Prerequisite: ATT 1400

Application of merchandising principles as they relate to buying, problem-solving, retail math and visual presentation using standard industry practices and software. Students will learn how style, color and presentation are major ingredients to successful merchandising producing customer excitement and demand.

ATT 3150: Visual Merchandising

3 Credit Hours

Prerequisite: ATT 1400

This course examines the history, visual tools, application, and theory of display techniques used in developing successful visual apparel merchandising. Students learn how to use visual merchandising to entice customers to buy and thereby increase sales.

ATT 3250: Math Applications in Merchandising

3 Credit Hours

Prerequisite: STAT 1401 or IET 2227

Students learn the appropriate math applications for planning, controlling and interpreting the merchandising functions. An understanding of sales planning, merchandising factors, assortments, gross margin and their impact on the financial success of an organization are explored.

ATT 3398: ATT Internship

1-12 Credit Hours

Prerequisite: Department Chair Approval

This course is a structured experience in a supervised setting with an industry partner that is related to the apparel, fashion or textile industry. The goal is for students to attain more practical experience while using their acquired academic skills.

ATT 3505: Fabric Formation and Design

3 Credit Hours

This course provides the student with the understanding of how fabrics are constructed and the fundamentals of fabric design through application software used in industry today.