

MINOR IN TEXTILE APPAREL MERCHANDISING

Code	Title	Credit Hours
TAMM 171	Textiles	3
FACS 161	Principles of Art and Design	3
TAMM 271	Clothing Construction	3
TAMM 272	Fashion History	3
TAMM 376	Principles Retail Math & Buyin	3
TAMM 478	Apparel Product Development	3

FACS 161. Principles of Art and Design. (3 Credits)

This course is an introduction of the basic principles of design as they relate to fashion, residential and 100 workspace environments. Special considerations will be given to visual design in a sensory and behavior context. FACS 201 CONSUMER ECONOMICS - 3 semester hour.

TAMM 171. Textiles. (3 Credits)

This course is an introduction to the diversity of textiles arts, fiber science, and a focus on a thorough knowledge of textiles, their design structure and application. Emphasis is placed upon processes, such as twining, plaiting, spinning, knitting, dyeing, hand-printing, and loom-weaving. In addition, this course surveys textile terminology and properties to enable students to make appropriate choices in textile selection for a product.

TAMM 271. Clothing Construction. (3 Credits)

This course is a study in the acquisition of construction skills and techniques necessary for transforming fabrics into apparel and/or home fashions. It includes an understanding of sewing equipment supplies and materials as well as applications for specific figure types and personalities. Emphasis is also placed on construction methods, technology and appropriate applications. FACS MAJOR ONLY or Permission from Instructor/Program Coordinator.

TAMM 272. Fashion History. (3 Credits)

A fundamental course in Fashion and Costume History including identity of costume starting with the Ancient Civilization to the development Western Civilization ending in the 20th Century. It also will assist the student in describing how technology and economics influence fashion development and change.

TAMM 274. Fashion Marketing/Merchandising. (3 Credits)

This course focuses on the integration of fashion marketing concepts and applications in the development of a merchandising plan. Students will learn about merchandise positioning, brand building, market segmentation, and market research as it relates to the fashion industry. Prerequisite(s): TAMM 172.

TAMM 376. Principles Retail Math & Buyin. (3 Credits)

This course is an introduction to retail math and buying simulation. Students will be introduced to a buying simulation where they will learn the concepts and calculations necessary for merchandise buying and assortment planning for a retail store. Students will understand the retail method of inventory, planning seasonal purchases, markups, turnover, stock to sales ration, open to buy, markdowns, and terms of sale. Prerequisites: TAMM 172, MATH 112, MATH 113.

TAMM 375. Visual Merchandising & Styling. (3 Credits)

This course is a study of presentation techniques and merchandising concepts employed to promote store image or brand strategy. Students will utilize artistic principles such as line, balance, rhythm to create effective merchandising displays and floor sets for a retail environment. Students will also explore the stylist's role in print and interactive media. Using both lecture and studio delivery, activities will include mock assignments, story boarding photo shoots, display window installations and other experiences associated with visual merchandising and stylist's responsibilities. Prerequisite(s): FACS 161, TAMM 172, TAMM 271, TAMM 272.

TAMM 478. Apparel Product Development. (3 Credits)

This advanced level course provides TAMM students with a simulated experience in product development processes and apparel production. Building upon introductory courses, students will apply fashion terminology, construction, textile science, and retail management principles to simulate the three levels of the industry design, production & sales. Students will engage in the design process, will learn flat pattern design and advanced construction skills to address production challenges. In addition, students will utilize analytical skills to cost and source as well as analyze global market challenges. Students will synthesize design concepts, advanced production technology, the development of merchandising in the modern market, including analysis of target markets, analyze the source, cost and development of a product in that market in presentation form. Prerequisite(s): FACS 161, TAMM 171, TAMM 172, TAMM 271, TAMM 272, TAMM 274, TAMM 373, TAMM 376, TAMM 379.

TAMM 479. Fashion Promotion & Event Plan. (3 Credits)

This course examines the process of promotion and the promotion mix tools utilized by fashion companies. Students are engaged in all aspects of the planning process of an actual event (e.g. setting goals, preparing budgets, creating ad layouts, creating press kits, coordinating production, and evaluating). Further, students will plan and execute a fashion event (e.g., Fashion Show, Lecture Series, Fashion Publication, Trunk Show, and Bazaar). Prerequisite(s): FACS 161, TAMM 172, TAMM 272, TAMM 274, TAMM 373.