



PRODUCT DEVELOPMENT

Bachelor of Arts in Fashion Mangement

School of Media and Design

Program Overview

The Juren Sullivan Program for Fashion Management offers students three different degree options for students to choose according to career interests. The fashion degrees are: Bachelor of Fine Arts (BFA) in Fashion Design; and a Bachelor of Arts (BA) in Fashion Management with two tracks: Fashion Merchandising and Fashion Product Development.

Students who major in Fashion Product Development also earn a minor in Business Administration which is a hybrid of fashion design and fashion merchandising. Students learn to design, manufacture, and sell mass-market fashions. Students learn how to manage the life cycle of work needed to produce merchandise assortments that are shipped monthly to retailers. Students learn to use production software that manage color arrays, pattern development, size ranges and unit costs and to write technical packages (directions on how garments are to be sewn). Because product development also requires merchandising skills, student learn pricing structures and brand management for retailers. Students also study how trade agreements, labor agreements and labor law impact the fashion industry. Students can easily add specialized merchandising courses without delaying their graduation date. Product development majors work side-by-side with entry merchandising students to create original fashion brands and sales environments.

Career Opportunities

Most job qualifications for entry-level positions in product development require applicants to have earned a bachelor's degree in fashion merchandising with a minor in business. Career opportunities can be found with companies who sell men's, women's, and children's apparel and accessories. Specialty retailers who sell their own brand, and department stores with private labels have product development divisions that work side-by-side with the buying offices. Product Development offices are located at the corporate headquarters of a retailer, or in fashion market cities for manufacturers. Candidates provide portfolios with examples of line development work. Other types of entry-level positions can be found with manufacturers who have specialized positions in account management (working with retail buyers) and as merchandising representatives. Entry-level support positions for manufacturers can be found in marketing, sourcing for suppliers, quality control, and shipping and receiving.

Scholarships

The fashion program offers scholarships exclusive to fashion majors. These scholarships are awarded no earlier than the sophomore year. Students apply in the spring for scholarship dollars to be awarded in the upcoming fall semester.

Contact

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Bachelor of Arts in Fashion Management: Product Development
SCHOOL OF MEDIA AND DESIGN
2015-2017

Freshman Year: Fall		Hrs.
FMGT 1111 Seminar in FMGT		1
FADS 1305 Intro to Fashion Design		3
FMGT 1310 Apparel Construction 1		3
University Core: English 1311		3
University Core: Natural Sciences		4
University Core: PE Activity Course		1
Total hours		15
Sophomore Year: Fall		
FMGT 1301 Computer Applications		3
FMGT 2341 Textiles		3
FADS 4310 Knitwear		3
ACCT 2311 Accounting 1		3
University Core: ENGL 2310		3
University Core: ECON 2301		3
Total hours		18
Junior Year: Fall		
FADS 3332 Patternmaking Software		3
FMGT 3340 Textile Product Analysis		3
BMKT 3331 Principles of Marketing		3
University Core: ART 1301 or 1311; or ARTH 2361 or 2362		3
University Core: Language 1		3
Total hours		15
Senior Year: Fall		
FADS 4330 Product Development 1		3
FMGT 4335 Portfolio, Fashion Mgt.		3
BINT 3331 International Business Mgt.		3
University Core: PHIL 1381 Philosophy		3
Upper Division Business Elective: Marketing or Management		3
Total hours		15

Freshman Year: Spring		Hrs.
FADS 1320 Apparel Construction 2		3
FMGT 1305 Intro to Fashion Management		3
FADS 2331 Flat Pattern		3
University Core: Math 1304		3
University Core: English 1312		3
University Core: DWHP 1200 Wellness Develop.		2
Total hours		17
Sophomore Year: Spring		
Choose 1: Fashion History FMGT 2323; 3323 or 4307		3
MIS 2321 Intro to Information Systems		3
ACCT 2312 Accounting 2		3
ECON 2302 Micro-Economics		3
University Core: Religious Studies 1305, 1315, 1325, or 1335		3
Total hours		15
Junior Year: Spring		
FADS 3335 Technical Line Development		3
FMGT 4331 Promotional Strategies 2		3
BLAW 3317 Business Law		3
BMGT 3340 Management Theory		3
University Core: Language 2		3
Total hours		15
Senior Year: Spring		
FADS 4337 Product Development 2		3
FMGT 4350 Global Fashion Economics		3
University Core: Upper Division PHIL/RELS		3
University Core: History 1311, 1312, 1321, or 1322		3
FMER 4388 Internship or FMGT 4392 Study Tours		3
Total hours		15

Core Curriculum--Total Hours 43
Major--Total Hours 55
Business Admin, minor included 27
Degree--Total Hours 125