

Apparel Merchandising and Product Development (AMPD)

Courses

AMPD 50003. Apparel Sourcing and Merchandising Systems in the Global Economy. 3 Hours.

Evaluation of key issues facing textiles and apparel supply chain businesses in the global economy considering economic, political, and social perspectives and professional implications. Lecture 3 hours. (Typically offered: Fall Odd Years)

AMPD 50103. Digital Communication in Apparel Retailing. 3 Hours.

Examination of a digital marketing with a consumer-centric view, technology and consumer trend. Emphasis on the evaluation and discussion of marketing and communication literature, understanding academic research structure, interpretation of findings, assessing implications of research for future directions in merchandising, and the development of manuscript. (Typically offered: Spring Even Years)

AMPD 50203. Social, Psychological and Cultural Aspects of Dress. 3 Hours.

Integration of social, psychological and cultural theories as they apply to appearance and clothing behavior. Lecture 3 hours. (Typically offered: Spring Even Years)

AMPD 50303. Issues and Trends in Textile Studies. 3 Hours.

Studies of advances in textile science and recent developments in the textile industry. Lecture 3 hours. (Typically offered: Fall Even Years)

AMPD 50403. Theories and Practices in Apparel Merchandising. 3 Hours.

Theoretical perspectives, concepts and current practices that influence apparel merchandising. Lecture 3 hours. (Typically offered: Spring Odd Years)

AMPD 50603. Advanced Apparel Production. 3 Hours.

An advanced study of product development incorporating technology used in the industry for a career in fashion merchandising and/or product development in a computer laboratory environment. Laboratory 6 hours per week. Graduate degree credit will not be given for both AMPD 40603 and AMPD 50603. Prerequisite: AMPD 20303, AMPD 20603 and AMPD 20703. (Typically offered: Fall and Spring)

AMPD 50903. Apparel Merchandise Planning and Inventory Control. 3 Hours.

Describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices - and at the right times. Follows the evolution of the merchandising function with emphasis on production efficiency, highlighting the philosophies of industry executives and the effective integration of the merchandising, store design, marketing, the apparel supply chain and manufacturing functions along the way. Graduate degree credit will not be given for both AMPD 40903 and AMPD 50903. Prerequisite: AMPD 30303. (Typically offered: Fall and Spring)

AMPD 51003. Evolution of Fashion and Society Through Television Media. 3 Hours.

This course uses television programming from its early beginnings in the 1930s through to the twenty-first century to trace major events, societal changes, and the associated evolution of fashion. The course examines television both as an innovator and diffuser of fashion trends. Graduate degree credit will not be given for both AMPD 41003 and AMPD 51003. (Typically offered: Fall and Spring)

AMPD 52203. Merchandising Application for the Apparel Industry. 3 Hours.

Application of merchandising theory, principles and practices in a capstone class. An in depth study of innovative apparel business concepts as applied to manufacturers and retailers of apparel including apparel classification, seasonal cycles, stock emphasis, assortment strategies, target customers, and apparel trends. Includes an overview of marketing communication including advertising, personal selling, and sales promotion. Graduate degree credit will not be given for both AMPD 40203 and AMPD 52203. Prerequisite: AMPD 30303 and AMPD 30403. (Typically offered: Fall and Spring)

AMPD 52503. Historic and Contemporary Apparel. 3 Hours.

This course traces the evolution of clothing from ancient times to the twentieth century with emphasis upon Western civilization and includes the study of contemporary fashion as a social force including the origin, scope, theory, and history of the fashion business, the materials of fashion, the fashion producers, auxiliary fashion enterprises, designers, fashion leaders, and leading market. Cultural and economic factors affecting dress, adornment and customs associated dress will be stressed. The Lecture 3 hours per week. Graduate degree credit will not be given for both AMPD 40503 and AMPD 52503. (Typically offered: Fall and Spring)