

# Apparel Merchandising and Product Development (AMPD)

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## Courses

### **AMPD 10103. Introduction to Clothing Concepts. 3 Hours.**

Origin of dress, the evolution of fashion as an economic power, the sociological and psychological aspects of clothing in various cultures, aesthetics of dress, selection and consumption of clothing. Lecture 3 hours per week. (Typically offered: Fall and Spring)

### **AMPD 101H3. Honors Introduction to Clothing Concepts. 3 Hours.**

Origin of dress, the evolution of fashion as an economic power, the sociological and psychological aspects of clothing in various cultures, aesthetics of dress, selection and consumption of clothing. Lecture 3 hours per week. Prerequisite: Honors standing. (Typically offered: Fall and Spring)

This course is equivalent to AMPD 10103.

### **AMPD 10203. Introduction to Apparel Production. 3 Hours.**

Course focuses on basic principles of apparel production and analysis of garment components of mass produced apparel. Students utilize computer generated designs in the production process. Laboratory 6 hours per week. Prerequisite: HESC or AMPD students only. (Typically offered: Fall and Spring)

### **AMPD 20103. Fashion, Buying and Promotion in a Global Market. 3 Hours.**

Fashion components, marketing theories and practices as they specifically relate to apparel, home goods, and other design driven products in the global market. Focus on principles and techniques on how fashion marketers develop and apply marketing strategies that meet consumer needs at a profit. International buying and promotional aspects of the apparel industry are emphasized. Lecture 3 hours per week. Prerequisite: AMPD major and AMPD 10103. (Typically offered: Fall and Spring)

### **AMPD 201H3. Honors Fashion, Buying and Promotion in a Global Market. 3 Hours.**

Fashion components, marketing theories and practices as they specifically relate to apparel, home goods, and other design driven products in the global market. Focus on principles and techniques on how fashion marketers develop and apply marketing strategies that meet consumer needs at a profit. International buying and promotional aspects of the apparel industry are emphasized. Lecture 3 hours per week. Prerequisite: AMPD major, AMPD 10103 and honors standing. (Typically offered: Fall and Spring)

This course is equivalent to AMPD 20103.

### **AMPD 20303. Computer Based Methods for Apparel. 3 Hours.**

This course is designed to give students basic experience with CAD (computer aided design) apparel industry software in a computer laboratory environment. Prerequisite: AMPD majors only, AMPD 10103, AMPD 10203 and ASTM 29003 or ISYS 11203 or equivalent. (Typically offered: Fall and Spring)

### **AMPD 20503. Introduction to Textile Science. 3 Hours.**

Textile fibers and fabrics, their structure, properties, manufacture, wearing qualities and methods of laundering, finishing, and dyeing. Artistic and economic selection of materials for clothing and household furnishings. Lecture 3 hours per week. Prerequisite: HESC, AMPD or FCSE students only. (Typically offered: Fall and Spring)

### **AMPD 20603. Quality Assessment of Apparel. 3 Hours.**

Study of apparel from the perspective of structure, aesthetics, cost and expected performance of the finished product. Lecture 2 hours per week, lab 2 hours per week. Prerequisite: AMPD 10203 and AMPD 20503. (Typically offered: Fall and Spring)

### **AMPD 20703. Flat Pattern Drafting. 3 Hours.**

A study of product development and production through flat pattern manipulation and the related vocabulary necessary to communicate professionally within the industry. Pre- or Corequisite: AMPD 20603. (Typically offered: Fall and Spring)

### **AMPD 30203. Sustainability in the Apparel and Textile Industry. 3 Hours.**

This course examines the global fashion industry's historical, sociological, and environmental facets and the current techniques and methods available to advance it. Throughout the course, students will be enabled to comprehend the relationship between sustainable development and the apparel industry. Additionally, students will be given the tools to think critically about the industry's common and less-discussed aspects, such as consumption, durability, and sustainable design. Also, the students will gain an appreciation of the complexities of the economic impacts of externalities on the industry, both positive and negative will be gained. Also, students will investigate the industry's social and environmental impacts and the tools available to monitor and measure positive effects. Prerequisite: Junior Standing. (Typically offered: Spring)

### **AMPD 30303. Merchandising Math for the Apparel Industry. 3 Hours.**

Exploration of activities associated with the procurement of fashion apparel. A fashion analysis is directed toward apparel demands and the creation of a fashion statement by the use of specific quantitative skills. Course follows fashion item from the designer to the store. Lecture 3 hours per week. Prerequisite: MATH 11003 or three credit hours of STAT and AMPD 20103. (Typically offered: Fall and Spring)

### **AMPD 30403. Fashion Brand Management. 3 Hours.**

This course focuses on the fundamental elements of omnichannel retailing including online/offline marketing and the implications of technologies for branding, the concepts, of brand equity, and brand relationships with consumers, and the implications of technologies on the branding process in the fashion industry. The course topics include the concepts of fashion branding basics, digital communication, and integrated physical/digital experiences including in-store sales, e-commerce, m-commerce and social commerce of luxury, sustainable and technology driven branding. Prerequisite: AMPD 20103. (Typically offered: Fall and Spring)

### **AMPD 30503. Computer Aided Textile Design. 3 Hours.**

This course is designed to give students advanced skills in textile design using industry based computer aided design (CAD) software. Prerequisite: AMPD 20303 and AMPD 20503 or instructor consent. (Typically offered: Fall and Spring)

### **AMPD 30603. Digital Apparel Production. 3 Hours.**

Use of industry specific computer aided software to perform pattern making, technical package, marketing, and other cross-functional team communication materials. Pre- or Corequisite: AMPD 20703, AMPD 20303, and AMPD 20603. (Typically offered: Fall and Spring)

### **AMPD 30701. Apparel Merchandising and Product Development Pre-Internship. 1 Hour.**

A study of job descriptions, responsibilities at the management level, structural operations, work procedures, job performance evaluations, job application, the resume, and portfolio development in preparation for AMPD 40803, AMPD Internship. Lecture 1 hour per week. Prerequisite: AMPD majors only. (Typically offered: Spring)

### **AMPD 32003. Fashion Styling - UARC. 3 Hours.**

This course exposes students to the essential skills necessary for success in the field of fashion styling. Future stylists will learn the criteria to produce striking images for all visual media including entertainment, music, print and advertising. In addition, they will gain an understanding of the interdisciplinary collaborative nature within the creative process while working with directors, photographers and production crew. This course is only offered to AMPD students. This course will be offered by the University of Arkansas Rome Center, Italy. Prerequisite: AMPD majors only or consent of instructor. (Typically offered: Fall)

**AMPD 32103. Trend Forecasting - UARC. 3 Hours.**

Forecasting is one of the most rapidly growing research areas in fashion as well as in many other industry fields. Anticipating consumer demand is crucial and the ability to trend forecast is a skill required for product development. This course will enable students to develop trend forecasts by analyzing the global environment they live in using varied methodologies. The students will learn how to navigate between existing predictions and translate them for product development. This course is only offered to AMPD students. This course will be offered by the University of Arkansas Rome Center, Italy. Prerequisite: AMPD majors only or consent of instructor. (Typically offered: Fall)

**AMPD 40101. History of Apparel Through Film to 1900. 1 Hour.**

This course uses historic costume films to trace the evolution of clothing from ancient Egypt to the Twentieth Century. Emphasis is placed on societal aspects such as politics, religion, economy, technology, education, sports, class structure, and gender roles, and how they affect and change dress. Web-based course. (Typically offered: Fall and Spring)

**AMPD 40203. 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. Prerequisite: AMPD 30303 and AMPD 30403 or instructor consent. (Typically offered: Fall and Spring)

**AMPD 40503. 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. Prerequisite: Completed 75 credit hours or instructor consent. (Typically offered: Fall and Spring)

**AMPD 40603. 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. Prerequisite: AMPD 20603 and AMPD 20703. (Typically offered: Fall and Spring)

**AMPD 406H3. Honors 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. Prerequisite: AMPD 20603, AMPD 20703 and honors candidacy. (Typically offered: Fall and Spring)

This course is equivalent to AMPD 40603.

**AMPD 40703. Fashion Show Theory and Production. 3 Hours.**

A study of the fashion show including the history, purpose, future of, and elements necessary to produce a successful show. A study of fashion show production through experiential project-based learning and committee membership planning and implementing a fashion show. (Typically offered: Spring)

**AMPD 40803. Apparel Merchandising and Product Development Internship. 3 Hours.**

A practical experience in a retail store or in a work situation related to the apparel industry to gain insight into the field of apparel merchandising and operations. Prerequisite: Junior standing and 2.50 cum GPA and AMPD 20103, AMPD 20303, AMPD 20603, AMPD 20703, AMPD 30303, AMPD 30403, AMPD 30701, SPCH 10003 and instructor consent. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

**AMPD 40903. Global Sourcing in the Apparel Industry. 3 Hours.**

The manufacturing and distribution of textiles and apparel products is a truly global industry, making it crucial to understand current political, social, and economic developments within the international marketplace. This course offers a comprehensive framework and approach to understanding the global textile and apparel industries, trade, and markets. This framework is used to holistically examine the global sourcing of textiles and apparel in the context of supply chain sustainability, while exploring the roles and specializations of world regions and selected countries that are major players in the textile and apparel marketplace. Prerequisite: (ECON 21403 or (ECON 21003 and ECON 22003) or (AGEC 11003 and AGEC 21003)) and AMPD 30303 or instructor consent. (Typically offered: Fall and Spring)

**AMPD 41003. 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. (Typically offered: Fall and Spring)

**AMPD 41101. History of Apparel Through Film from 1900 to Present. 1 Hour.**

This course uses historic costume films to trace the evolution of clothing from 1900 to Present. Emphasis is placed on societal aspects such as politics, religion, economy, technology, education, sports, class structure, and gender roles, and how they affect and change dress. Web based course. (Typically offered: Fall and Spring)

**AMPD 42103. Fashion Illustration - UARC. 3 Hours.**

The purpose of this course is to develop the fundamentals skills necessary in fashion illustration. Students will be highly encouraged to use various mediums, and also utilize these skills to develop a individual style of drawing for their own design collections. This course is only offered to AMPD students. This course will be offered by the University of Arkansas Rome Center, Italy - Course# FASHDRW-317. Prerequisite: AMPD majors only or consent of instructor. (Typically offered: Fall)

**AMPD 42203. Design Concepts for Fashion Merchandising - UARC. 3 Hours.**

This course examines the elements of research and design in fashion design, fabrications and merchandising. The student develops creative skills as well as an awareness of the various roles played by workers in the fashion industry. This course is only offered to AMPD students. This course will be offered by the University of Arkansas Rome Center, Italy - Course # FASHDES-316. Prerequisite: AMPD majors only or consent of instructor. (Typically offered: Fall)

**AMPD 42303. Fashion Design - UARC. 3 Hours.**

This course focuses on the key components of the fashion design process including research, trend forecasting, materials investigation and presentation of valuable, market-specific collections. Designers consider current market trends and design concepts as influences on merchandising. Extensive opportunities for the development and communication of a personal design vision in illustrated presentations helps students build portfolio-ready collections. Industry directed projects also provide opportunities to develop brand-conscious yet creative concepts and designs. CAD skills are utilized in a variety of presentational techniques. This course is only offered to AMPD students. This course will be offered by the University of Arkansas Rome Center, Italy - Course # FASHDES-316. Prerequisite: AMPD majors only or consent of instructor. (Typically offered: Fall)

**AMPD 42403. Pattern Development II - UARC. 3 Hours.**

Students learn to drape basic bodice and skirt variations on standard industrial dress forms. Original garments are designed, draped and sewn. Accurate pattern-making, sewing and attention to design fundamentals are stressed throughout the course. This course is only offered to AMPD students. This course will be offered by the University of Arkansas Rome Center, Italy - Course# FASD-311. Prerequisite: AMPD majors only or instructor consent. (Typically offered: Fall)

**AMPD 49001. AMPD International Pre-Study Tour. 1 Hour.**

A study of specific regional and international fashion markets for apparel studies in preparation for AMPD 49102 AMPD International Study Tour. The course examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets. AMPD 49001 is content specific to each AMPD 49102 international study tour and must be repeated for each study tour destination. A grade of "C" or better is required to participate in AMPD 49102. Prerequisite: 2.0 minimum GPA. AMPD majors with minimum 30 hours, or consent. (Typically offered: Spring and Summer) May be repeated for up to 4 hours of degree credit.

**AMPD 490H1. Honors AMPD International Pre-Study Tour. 1 Hour.**

A study of specific regional and international fashion markets for apparel studies in preparation for AMPD 49102 AMPD Study Tour. The course examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets. AMPD 49001 is content specific to each AMPD 49102 study tour and must be repeated for each study tour destination. A grade of "C" or better is required to participate in AMPD 49102. Prerequisite: 2.0 minimum GPA. AMPD majors with minimum 30 hours, or consent. (Typically offered: Spring and Summer) May be repeated for up to 4 hours of degree credit.

This course is equivalent to AMPD 49001.

**AMPD 49102. AMPD International Study Tour. 2 Hours.**

An on-site study of international fashion markets for apparel merchandising and product development. Course further examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets as outlined in AMPD 49001. Course includes study trip; length based upon destination. Additional fees required. Course offered each May Intersession. Prerequisite: AMPD 49001 (with a C or better), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. Corequisite: AMPD 49001 (with a C or better, if corequisite, must have C or better at time of trip), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. (Typically offered: Summer) May be repeated for up to 6 hours of degree credit.

**AMPD 491H2. Honors AMPD International Study Tour. 2 Hours.**

An on-site study of international fashion markets for apparel merchandising and product development. Course further examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets as outlined in AMPD 49001. Course includes study trip; length based upon destination. Additional fees required. Course offered each May Intersession. Prerequisite: AMPD 49001 (with a C or better), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. (Typically offered: Summer) May be repeated for up to 8 hours of degree credit.

This course is equivalent to AMPD 49102.

**AMPD 49201. AMPD New York City Pre-Study Tour. 1 Hour.**

A pre-study of the New York fashion market for apparel students. Course examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets. Course is a pre-requisite for AMPD 49502 a 6 day field study in New York City, NY, May Intersession. This course is only offered to AMPD majors. Prerequisite: 2.0 minimum GPA, and students must be a AMPD majors with a minimum of 30 hours, or consent. (Typically offered: Spring)

**AMPD 492H1. Honors AMPD New York City Pre-Study Tour. 1 Hour.**

A pre-study of the New York fashion market for apparel students. Course examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets. Course is a pre-requisite for AMPD 49502 a 6 day field study in New York City, NY, May Intersession. This course is only offered to AMPD majors. Prerequisite: 2.0 minimum GPA, students must be a AMPD majors with a minimum of 30 hours, and honors standing or consent. (Typically offered: Spring) This course is equivalent to AMPD 49201.

**AMPD 49301. AMPD Regional Pre-Study Tour. 1 Hour.**

This course prepares for students for the regional study tour and examines the functions of the apparel industry including but not limited to corporate retailing, production facilities, technology, and trade shows. The focus of this course will change depending on the regional location of the study tour. This course will have an additional program fee for travel expenses. This course is a pre-requisite for AMPD 49602. This course is only offered to AMPD majors. Prerequisite: Students must have a 2.0 minimum GPA, must be an AMPD major with a minimum 30 hours completed, or consent. (Typically offered: Spring)

**AMPD 493H1. Honors AMPD Regional Pre-Study Tour. 1 Hour.**

This course prepares students for the regional study tours and examines the functions of the apparel industry including but not limited to corporate retailing, production facilities, technology, and trade shows. The focus of this course will change depending on the regional location of study tours. This course will have an additional program fee for travel expenses. This course is a pre-requisite for AMPD 49602. This course is only offered to AMPD majors. Prerequisite: Students must have a 2.0 minimum GPA, must be an AMPD major with a minimum 30 hours completed, and must have honors standing or consent. (Typically offered: Spring) This course is equivalent to AMPD 49301.

**AMPD 49401. AMPD Las Vegas Pre-Study Tour. 1 Hour.**

A pre-study of the Las Vegas MAGIC trade show for apparel merchandising and product development. Course examines the design and production of a major trade show and the distribution of wholesale fashion goods to mass markets. Course is a pre-requisite for AMPD 49502 or AMPD 495H2 a 6-day field study in Las Vegas, Nevada, August Intersession. This course is only offered to AMPD majors. Prerequisite: 2.0 minimum GPA, and students must be an AMPD major with a minimum of 30 hours, or consent. (Typically offered: Summer)

**AMPD 494H1. Honors AMPD Las Vegas Pre-Study Tour. 1 Hour.**

A pre-study of the Las Vegas MAGIC trade show for apparel merchandising and product development. Course examines the design and production of a major trade show and the distribution of wholesale fashion goods to mass markets. Course is a pre-requisite for AMPD 49502 or AMPD 495H2 a 6-day field study in Las Vegas, Nevada, August Intersession. This course is only offered to AMPD majors. Prerequisite: 2.0 minimum GPA, students must be an AMPD major with a minimum of 30 hours, and have honors standing or consent. (Typically offered: Summer) This course is equivalent to AMPD 49401.

**AMPD 49502. AMPD New York City Study Tour. 2 Hours.**

The course examines the application of business practices in the design, production, distribution and retailing of goods including sourcing, and manufacturing to mass markets. Students are expected to take an active role in the learning process for the duration of the study abroad experience, including critical thinking, problem identification and self-initiated inquiry. 2 credit hours Summer May Intersession enrollment includes study tour and related assignments to be completed on site. Prerequisite: AMPD 49201 (with a C or better), 2.0 minimum GPA, AMPD major with minimum 30 hours, and instructor consent. (Typically offered: Spring)

**AMPD 495H2. Honors AMPD New York City Study Tour. 2 Hours.**

The course examines the application of business practices in the design, production, distribution and retailing of goods including sourcing, and manufacturing to mass markets. Students are expected to take an active role in the learning process for the duration of the study abroad experience, including critical thinking, problem identification and self-initiated inquiry. 2 credit hours Summer May Intersession enrollment includes study tour and related assignments to be completed on site. Prerequisite: AMPD 49201 (with a C or better), 2.0 minimum GPA, AMPD major with minimum 30 hours, honors standing and instructor consent. (Typically offered: Spring) This course is equivalent to AMPD 49502.

**AMPD 49602. AMPD Regional Study Tour. 2 Hours.**

This course will expose students to the functions of the apparel industry including but not limited to corporate retailing, production facilities, technology use, and trade shows depending on regional location. This course will have an additional program fee for travel expenses. Prerequisite: AMPD 49301 (with a C or better), 2.0 minimum GPA, AMPD major with minimum 30 hours, and instructor consent. (Typically offered: Spring)

**AMPD 496H2. Honors AMPD Regional Study Tour. 2 Hours.**

This course will expose students to the functions of the apparel industry including but not limited to corporate retailing, production facilities, technology use, and trade shows depending on regional location. This course will have an additional program fee for travel expenses. Prerequisite: AMPD 49301 (with a C or better), 2.0 minimum GPA, AMPD major with minimum 30 hours, instructor consent and honors standing. (Typically offered: Spring)

**AMPD 49702. AMPD Las Vegas Study Tour. 2 Hours.**

A 6 day field study of the Las Vegas MAGIC trade show for apparel studies. Course examines the design and production of a major trade show and the distribution of wholesale fashion goods from to mass markets. Course is a 6-day field study in Las Vegas, Nevada, August Intercession. Prerequisite: AMPD 49401 (with a C or better), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. (Typically offered: Spring)

**AMPD 497H2. Honors AMPD Las Vegas Study Tour. 2 Hours.**

A 6 day field study of the Las Vegas MAGIC trade show for apparel studies. Course examines the design and production of a major trade show and the distribution of wholesale fashion goods from to mass markets. Course is a 6-day field study in Las Vegas, Nevada, August Intercession. Prerequisite: AMPD 49401 (with a C or better), 2.0 min. GPA, AMPD major with min. 30 hours, honors standing and instructor consent. (Typically offered: Spring)

This course is equivalent to AMPD 49702.

**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)