

\*This is a general sample layout only and is subject to change. Your final schedule may not reflect this. For a complete list of requirements, refer to the College of Arts and Sciences Bulletin.

**MERCHANDISING (B.S.)** \*Students are required to complete a minor from the approved minor list for this degree.

	Credit	Fall	Credit	Spring
1st Year	3 3 3 3 4 16	<b>Apparel Industries</b> Finite or Calculus English Composition Critical Approaches to the Arts & Sciences First semester foreign language	3 3 3 4 1 14	<b>Pathways: Intro to Art, Design, and Merchandising</b> <b>Introduction to Sociology</b> Public Oral Communication Second semester foreign language Elective
2nd Year	3 3 3 3 3 15	<b>Manufacturing &amp; Quality Analysis</b> <b>Intro Psychology I</b> <b>The Computer in Business</b> Gen Ed Arts & Humanities (A&H) Third semester foreign language or Gen Ed World Culture	3 3 3 3 3 15	<b>Materials for Fashion Design &amp; Merchandising</b> <b>Applied Microeconomics: Creative Commerce</b> Gen Ed Arts & Humanities (A&H) Gen Ed Natural & Mathematical Sciences (N&M) Fourth semester foreign language or Gen Ed World Culture
3rd Year	3 2 3 3 3 3 1 15	<b>Principles of Retail Merchandising</b> <b>Professional Techniques in the Retail Industry</b> Diversity in the United States Minor Course Minor Course Elective	3 3 3 3 3 3 15	<b>Merchandising Elective I</b> Intensive Writing Gen Ed Arts & Humanities (A&H) Minor Course Minor Course
4th Year	3 3 3 3 3 15	<b>Planning and Analysis</b> <b>Merchandising Elective II</b> Gen Ed Social & Historical Studies (S&H) Global Civilizations & Cultures Minor Course	3 3 3 3 3 3 15	<b>International Textiles &amp; Apparel Trade</b> or <b>International Fashion Consumers &amp; Retailers</b> <b>Merchandising Elective III</b> Gen Ed Social & Historical Studies (S&H) Elective (300 – 499 level) Minor Course

**Merchandising Electives**

Apparel Entrepreneurship	Brand Management & Advertising	Digital Product Development	Digital Merchandising	Strategies in Retail Promotion	Omni-channel Innovation
Product Development	Profiling Apparel Customer	Retail Product Management	Global Sourcing	Sustainability in Product	

## Recent Graduate Outcomes\*

Company	Position	Location
Amazon	Area Manager	Indianapolis, IN
American Eagle	Assistant Merchant	New York, NY
Belk	Merchandising Assistant	Charlotte, NC
Bergdorf Goodman	Personal Stylist Assistant	New York, NY
Bloomingdale's	Assistant Buyer	New York, NY
Burlington	Assistant Buyer	Los Angeles, CA
Crate and Barrel	Merchandising Assistant	Chicago, IL
Free People	Visual Merchandiser	Columbus, OH
Gap	Merchandising Assistant	San Francisco, CA
Kohl's	Product Developer	Milwaukee, WI
L Brands	Assistant Merchant	Columbus, OH
Levi Strauss	Assistant Merchant	San Francisco, CA
Macy's	Merchandise Planner	New York, NY
Ross Stores	Assistant Buyer	New York, NY
Saks Fifth Avenue	Merchandise Assistant	New York, NY
Target	Business Analyst	Minneapolis, MN
TJX Companies	Allocation Analyst	Framingham, MA
Urban Outfitters	Assistant Manager	Bloomington, IN
Wayfair	Analyst	Boston, MA

## Approved Minors

### College of Arts + Sciences

Environmental and Sustainability Studies

### Eskenazi School

Creative Technologies in Art + Design  
Fashion Design  
Interior Design Studies  
Studio Art

### Kelley School of Business

Business  
Entrepreneurship and Small Business  
Financial Literacy  
Marketing

### Media School

Black Cinema & Media Studies  
Game Design  
Global Media  
Media & Creative Advertising  
Media & Diversity  
Media Law & Ethics  
Media Persuasion  
Media, Sex & Gender

### Luddy School of Informatics, Computing, and Engineering

Informatics

## Concentrations (requires 9 credit hours or 3 courses)

### Digital Merchandising

Students combine creative problem solving with analytical digital merchandising courses, which prepares them to employ innovative merchandising decision making in an information rich and social media driven retail industry.

### Product Development

Students are immersed in the foundations of global manufacturing, introducing the complexity of the product development cycle from the initial idea to final sale to the consumer. In advanced work, students form teams to work actively through a product development process that incorporates real time industry challenges.

## Study Abroad

### Fashion & Art: Italian Artisanal Design & Branding

During this program students will spend 6 weeks exploring the interdisciplinary nature of art, design, and branding in the Italian fashion contexts of Rome, Milan, and Florence. The readings, presentations, discussions, and tours will help students understand art, design, and fashion as important physical, social, and psychological constructs, and important areas of study that cross disciplinary boundaries. Students will increase their awareness of the artistic and historic foundations of fashion in Italy, as well as how they relate to broader design and branding contexts.

## Retail Studies Organization (RSO)

The Retail Studies Organization (RSO) offers students a place to grow professionally and to prepare for their future in the retail industry. As one of the largest student organizations at IU, the RSO provides insightful, industry-focused experiences, such as on-site company visits, guest speakers, seminars, and more. RSO gives students the opportunity to engage and connect with industry executives as well as students interested in retail studies.

Every January, members of RSO travel to New York City to participate in the National Retail Federation Student Program, where they hear from guest speakers (like CEO's from Starbucks, Macy's, and Kohl's), win scholarships, and have fun around the city (like ice skate at Rockefeller Center). @rsoindiana

## Retail + Design Forum

Annually, the Retail + Design Forum brings top executives from the retail industry to Bloomington to speak to our students and share their insights. Past speakers include:

Mike Abrams Senior Account Exec Google, Inc.	Katie Conovitz, IU Alum CEO + Founder twelveNYC	Lisa Geardino VP Product Development Kohl's	John Mulliken VP Store Planning Louis Vuitton
Amy Brown Ryan VP, Women's Omni Merch Athleta	Felix Del Toro Chief Merchandise & Design Officer Fabletics	Amy Levin Klein, IU Alum Founder College Fashionista	Suzie Reecer, IU Alum Associate Creative Director Starbucks

## The Numbers

	Merchandising	Eskenazi School
<b>Total students</b>	248	922
<b>Avg class size</b>	20	16
<b>Faculty</b>	10	80
<b>Internship experience*</b>	84%	73%
<b>Employment or Grad School rate*</b>	96%	88%
<b>Study abroad*</b>	53%	50%

\*These stats are based on information voluntarily reported by students who graduated in 2021 and are therefore limited.

