

Fashion & Retail Management

BACHELOR OF SCIENCE — 180 CREDITS

PROGRAM FOCUS

QUARTERS 1-3

ART106
Design Fundamentals

ART108
Observational Drawing

ART109
Image Manipulation

ART114
Color Fundamentals

FRM110
Introduction to Retailing

FRM111
Fashion History I

FRM121
Fashion History II

FRM130
Textiles

FRM131
Fashion Drawing

RS100
Fundamentals of Business

RS345
Fundamentals of Advertising

QUARTERS 4-6

FRM132
Retail Math

FRM210
Sales and Event Promotion

FRM211
Apparel Evaluation and Construction

FRM220
Elements of Retail Operations and Technology

FRM222
Event and Fashion Show Production

FRM223
Visual Merchandising

FRM225
Consumer Behavior

FRM230
Merchandise Management

FRM233
Business Ownership I

FRM311
Business Law

RS104
Accounting

RS321
Fundamentals of Marketing

QUARTERS 7-9

FRM232
Store Planning and Lease Management

FRM235
Brand Marketing

FRM310
Introduction to Manufacturing

FRM313
Business Ownership II

FRM320
Trends and Concepts in Apparel

FRM330
Product Development

FRM420
Web Marketing for Fashion and Retail Management

IMD131
Introduction to Scripting Languages

RS105
Human Resource Management

RS326
Sales Management

Program Elective

Program Elective

QUARTERS 10-12

CD400
Career Development

FRM334
Special Topics in Fashion Retail Management

FRM400
Media Planning and Buying

FRM410
International Marketing and Buying

FRM431
Fashion Capstone

FRM439
Internship

RS141B
Leadership

Program Elective

GENERAL EDUCATION

ENGL1301
English Composition

Humanities English Elective

MATH1310
College Mathematics

Foreign Language Requirement

Humanities History Elective

SPCH1315
Public Speaking

Mathematics and Science Elective

Mathematics and Science Elective

Mathematics and Science Elective

PSYC2301
General Psychology

SOC11306
Social Problems

Social Science Elective



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START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:
<https://www.artinstitutes.edu/austin/student-consumer-information>

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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073019

Fashion & Retail Management (BS)

COURSE DESCRIPTIONS

ART106

DESIGN FUNDAMENTALS

This introductory course will explore the principles of design, and introduce and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis.

Design will be presented as a tool of communication.
Prerequisite: None
Credits: 3

ART108

OBSERVATIONAL DRAWING

This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality, through the use of tone, light, and shadow.
Prerequisite: None
Credits: 3

ART109

IMAGE MANIPULATION

In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning, and output.
Prerequisite: None
Credits: 3

ART114

COLOR FUNDAMENTALS

This fundamental course will provide an introduction to the principles of color, and an exploration of color theory as it relates to design. Students will learn how to use color in both traditional and contemporary media, and to render color effects for print and electronic production methods. In addition, the psychological and cultural aspects of color will be explored, as well as their role in the design process.
Prerequisite: None
Credits: 3

CD400

CAREER DEVELOPMENT

This course prepares students for the business environment and the transition into an applied arts profession. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking, and interviewing skills. Freelance business operating practices such as negotiations of contracts, pricing and estimation of services, ethical guidelines, and pertinent tax laws will be addressed.
Prerequisite: None
Credits: 3

FRM110

INTRODUCTION TO RETAILING

Students will be introduced to all major retailing topics involving both large and small retailers, brick and mortar retailers and their combinations, and direct marketers. Topics to be discussed will include consumer behavior, information systems, store locations, operations, human resource management, customer communications, computerization, and integrating and controlling the retail strategy in the twenty-first century. Careers in retailing will also be discussed.
Prerequisite: None
Credits: 3

FRM111

FASHION HISTORY I

Students study the development of clothing from the earliest time to the Renaissance, and the silhouette reflected through the eyes of the designer.
Prerequisite: None
Credits: 3

FRM121

FASHION HISTORY II

Students study evolution of garments and accessories from the French Revolution to the present.
Prerequisite: None
Credits: 3

FRM130

TEXTILES

Explores the nature of man-made and natural fibers, their product uses, and characteristics. Content includes discussion of yarns, fabrics, finishes, design methods, aesthetic application, and ordering specifications.
Prerequisite: None
Credits: 3

FRM131

FASHION DRAWING

The goal of this course is to provide fashion-drawing experience to Fashion and Retail Management students. The students will experiment with different media and techniques. This will enable the student to express fashion ideas in a professional way.
Prerequisite: None
Credits: 3

FRM132

RETAIL MATH

This course provides an understanding of the various financial tools used by retailers to evaluate performance. Students calculate, analyze, and interpret financial concepts associated with accounting from a merchandising perspective.
Prerequisite: Placement testing or FOM091B Fundamentals of Mathematics
Credits: 3

FRM210

SALES AND EVENT PROMOTION

This course is a workshop in which students design and prepare a sales and promotion package. The instructor acts as a facilitator and guide to ensure that upon completion of this course, students will have thoroughly explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales.
Prerequisite: None
Credits: 3

FRM211

APPAREL EVALUATION AND CONSTRUCTION

This course is designed for fashion marketing students to evaluate the equation between quality and cost in garments. Students will be able to identify and analyze quality of trims, fabrics, and construction in relationship to price point. Included will be women's sportswear, children's wear, and men's wear in a range of price points from high end to discount.
Prerequisite: None
Credits: 3

FRM220

ELEMENTS OF RETAIL OPERATIONS AND TECHNOLOGY

The course develops the student's understanding of operational objectives in a retail structure. An emphasis will be placed on planning, control, profitability, and staffing in a retail environment. The use of technology in the industry and the responsibilities of retail executives will be examined as well. Also career opportunities and ethical behavior of those individuals who choose to enter the retail arena will be discussed. Articles pertaining to current issues (found in trade publications and newspapers) will be reviewed and discussed in order to understand methods that have been created to expedite and increase profitability for the retailer.
Prerequisite: FRM210 Sales and Event Promotion
Credits: 3

FRM222

EVENT AND FASHION SHOW PRODUCTION

The student will be introduced to a range of skills needed to produce a successful store event or fashion show. During this course, the student will gain insight into the role of creative and technical experts involved with the runway, backdrop, special effects and lighting, music, models and choreography, hair and make-up, and video teams.
Prerequisite: FRM211 Apparel Evaluation and Construction
Credits: 3

FRM223

VISUAL MERCHANDISING

Students learn the importance of eye appeal and consumer buying habits. Students create their own displays using the latest principles and techniques in the visual organization of merchandise.
Prerequisite: None
Credits: 3

FRM225

CONSUMER BEHAVIOR

This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how they are incorporated into buyer decision processes and marketing practices.
Prerequisite: None
Credits: 3

FRM230

MERCHANDISE MANAGEMENT

Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. They will explore the Private Label and Brand Name businesses, develop customer profiles and look at franchising as a means of entering the retail world. Students will become familiar with merchandise accounting as it relates to the various retail formats.
Prerequisite: FRM211 Apparel Evaluation and Construction
Credits: 3

FRM232

STORE PLANNING AND LEASE MANAGEMENT

Students explore and learn the elements that combine to make a successful store layout, traffic patterns, furnishings, fixtures, and security.
Prerequisite: FRM220 Elements of Retail Operations and Technology
Credits: 3

FRM233

BUSINESS OWNERSHIP I

Students plan the foundation for opening and management of a small store: sales, budgets, market research, and staffing. This course is a workshop in which students design and prepare the beginning business plans necessary to open a retail store. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a foundation for a business plan that can be developed into a model for actually opening a business. Final preparation of the plan will be completed in FRM313 Business Ownership II.
Prerequisite: 75 credits successfully completed in the Fashion & Retail Management program
Credits: 3

FRM235

BRAND MARKETING

Branding became a buzzword in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing.
Prerequisite: None
Credits: 3

FRM310

INTRODUCTION TO MANUFACTURING

Overview of the fashion industries, including the terminology of fashion and an explanation of the three levels of the industry: design, production and sales. Careers and the organization, structure, and problems of the garment industry are studied.
Prerequisite: None
Credits: 3

FRM311

BUSINESS LAW

This course gives an overview of basic legal principles related to starting and conducting a business. Topics include legal systems, litigation, dispute resolution, and contracts. The protection of intellectual property, including patents, copyrights, trademarks, and service marks are emphasized.
Prerequisite: ENGL1301 English Composition
Credits: 3

FRM313

BUSINESS OWNERSHIP II

Students complete the planning of a small retail store: financing, budgets, market research, and inventory. This course is a final workshop in which students design and prepare all business plans necessary to open a retail store. Students will base all plans for this course on initial sales plans completed in FRM233 Business Ownership I. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers.
Prerequisite: FRM233 Business Ownership I
Credits: 3

FRM320

TRENDS AND CONCEPTS IN APPAREL

The course is a comprehensive study of cultural and social issues that affect fashion and the emergence of trends. Students will analyze the meanings and importance of clothing and apply these concepts to contemporary society.
Prerequisite: FRM211 Apparel Evaluation and Construction or FD211 Fundamentals of Construction
Credits: 3

FRM330

PRODUCT DEVELOPMENT

In this course, students will review design concepts and technology and the development of merchandising in the modern market; analyze target markets; and source, cost and develop a product for that market in presentation form including a prototype.
Prerequisite: RS321 Fundamentals of Marketing
Credits: 3

FRM334

SPECIAL TOPICS IN FASHION RETAIL MANAGEMENT

This course is designed to give students an opportunity for in-depth study of a current topic in fashion and retail management. Students will learn through lecture, field trips, hands-on experience, and experimentation, and will create a final project in this specific area.
Prerequisite: FRM320 Trends and Concepts in Apparel
Credits: 3

FRM400

MEDIA PLANNING AND BUYING

Media as part of a delivery channel for a marketing message will be the focus of this course. Topics include media as critical to the fulfillment of the overall marketing strategy, cost-effectiveness, and alternative and new media.
Prerequisite: None
Credits: 3

FRM410

INTERNATIONAL MARKETING AND BUYING

Students will gain an understanding of global marketing opportunities, problems, and strategies that impact the international environment. In addition, students will become knowledgeable about international marketing concepts, cross-cultural sensitivities, political and legal influences, and economic considerations and how these concepts relate to decision-making in an international environment.
Prerequisite: RS321 Fundamentals of Marketing
Credits: 3

FRM420

WEB MARKETING FOR FASHION AND RETAIL MANAGEMENT

This course focuses primarily on marketing on the Web, addressing the elements and requirements of information distribution, advertising, or sales in this new medium. The content of the course includes an overview of major online services, portals, and developing content aggregators. Students learn how to modify traditional marketing theories and strategies, as well as the demands and opportunities unique to the Web. One of these opportunities receives special attention: using server push or other push technologies to develop "shows" or "magazines" online.
Prerequisite: IMD131 Introduction to Scripting Languages
Credits: 3

FRM431

FASHION CAPSTONE

Students plan the opening and management of a traditional business: financing, budgets, market research, inventory, and staffing. This course is a workshop in which students design and prepare all business plans necessary to open a traditional retail business. The instructor acts as facilitator and advisor, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio to show prospective employers.
Prerequisite: 160 credits successfully completed in the Fashion & Retail Management program
Credits: 3

FRM439

INTERNSHIP

Students are given the opportunity to practice the skills and knowledge they have learned in a real-world situation by working in an approved industry internship site.
Prerequisite: 150 credits successfully completed in the Fashion & Retail Management program
Credits: 3

GD212

DIGITAL PHOTOGRAPHY FOR DESIGNERS

This course introduces students to the fundamental terminology, concepts, and techniques of digital photography. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images.
Prerequisite: ART109 Image Manipulation
Credits: 3

IMD131

INTRODUCTION TO SCRIPTING LANGUAGES

Students will develop and refine basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language.
Prerequisite: ART109 Image Manipulation or approval of Dept. Director
Credits: 3

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

RS100

FUNDAMENTALS OF BUSINESS

In this course, students are introduced to the fundamentals of business. Topics of learning include forms of business ownership, starting a business, developing a business plan, business management principles and strategies, and marketing and promotion strategies for a business.
Prerequisite: None
Credits: 3

RS104

ACCOUNTING

This course introduces the nature and purpose of accounting, presents the accounting cycle, and explains how to prepare accounting statements.
Prerequisite: None
Credits: 3

RS105

HUMAN RESOURCE MANAGEMENT

This course is designed to provide an overview and foundation for all facets of human resources management. Topics will include job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and government regulations involved with equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. The strategic aspect of human resource management will be explored in depth.
Prerequisite: None
Credits: 3

RS141B

LEADERSHIP

This course focuses on the importance of leadership skills in managing and motivating teams. Effective group dynamics are emphasized through the application of problem solving, communication skills, and emotional intelligence in both individual and team situations. Leadership styles, decision-making, negotiating, and conflict resolution methods essential in today's business environment are also covered.
Prerequisite: None
Credits: 3

RS321

FUNDAMENTALS OF MARKETING

This course addresses the fundamental principles of marketing and marketing research. Students will learn the importance and key components of a marketing plan. Knowledge and practical application of the marketing research process are also a focus of this course. Data sources, sampling procedures, questionnaire design, data collection, and analysis will be covered.
Prerequisite: None
Credits: 3

RS326

SALES MANAGEMENT

An exploration of the steps involved in selling a product or service. Studies focus on the essential skills and knowledge necessary to affect a sale, as well as methods by which the sales pitch can be focused to solve customer problems.
Prerequisite: None
Credits: 3

RS345

FUNDAMENTALS OF ADVERTISING

This course is a basic introduction to advertising, its history, potential, and limitations. Students will examine various definitions of advertising and different methods of communication, as well as the advertising spiral, objectives, copy, and federal regulations. Changes in advertising over the years and the effects produced by culture, major events, trends, and influences will also be examined.
Prerequisite: None
Credits: 3

GENERAL EDUCATION REQUIREMENTS

(All courses are 4 CREDITS):*

ENGL1301	English Composition
MATH1310	College Mathematics
PSYC2301	General Psychology
SOCI1306	Social Problems
SPCH1315	Public Speaking

Foreign Language Requirement (choose one):

FREN1401	Introduction to French
SPAN1401	Introduction to Spanish

Humanities English Elective (choose one):

ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

Humanities History Elective (choose one):

ARTS1303	Art History I
ARTS1304	Art History II
HIST1301	U.S. History I
HIST1302	U.S. History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose three):

BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathematics for Decision Making
PHYS1301	Physics

Social Science Elective (choose one):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

*Course descriptions for general education and elective courses can be found in the catalog.