IMC 315: Fashion Merchandising
School of Journalism and New Media
This course will examine the essential elements of the fashion industry with an emphasis on buying and merchandising. This course will also cover topics such as trends, marketing, and branding.
3 Credits
Prerequisites
- Integrated Marketing Communication or Journalism Majors Only
Instruction Type(s)
- Lecture: Lecture for IMC 315
Subject Areas
- Communication, General
Related Areas
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric