

## **IMC 315: Fashion Merchandising**

### **SCHOOL OF JOURNALISM & 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](#)

