

## IMC 315: Fashion Merchandising

### MEEK 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](#)

