

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

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

