

# 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

- [IMC 314: Fashion Promotion and Media](#)
- Integrated Marketing Communication or Journalism Majors Only
- Prerequisite: IMC 205 or Jour 102

### 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](#)

