

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
- Prerequisite: IMC 205 or Jour 102

Instruction Type(s)

- Lecture: Lecture for IMC 315
- Lecture: Web-based Lecture for IMC 315

Subject Areas

- [Communication, General](#)

Related Areas

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

