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