

Fashion Merchandising & Management

KANBAR COLLEGE of DESIGN, ENGINEERING and COMMERCE

SCHOOL of BUSINESS



CAREER and INTERNSHIP HIGHLIGHTS

Our fashion merchandising and management program is internationally recognized for educating professionals who understand the full scope of the fashion industry, providing opportunities in buying, merchandising, planning, allocation, product development, branding, sourcing and production. Our internship and job placements could have you working with companies such as Urban Outfitters, Calvin Klein, PVH, Ralph Lauren, Under Armour, Michael Kors, Amazon, Nike and many more.



Jefferson is known for crossing disciplines to reimagine the way students learn with an approach that is collaborative and active; global; integrated with industry; focused on research across disciplines to foster innovation and discovery; and technology-enhanced. As a national doctoral research university, Jefferson delivers high-impact professional education in 160 undergraduate and graduate programs to 7,800 students in architecture, business, design, engineering, fashion and textiles, health, social science and science.

The School of Business prepares students for the future of business with the disciplinary depth and interdisciplinary breadth to innovatively confront the challenges that exist in the 21st-century and beyond. The school reflects the University's focus on innovation, professional training and the liberal arts through active learning and real-world problem solving, and emphasizing collaboration across disciplines and with external partners for professional readiness and networking exposure.

PROGRAM HIGHLIGHTS

- Study abroad in Rome or London, or take short courses in Paris or China (Shanghai, Shenzhen, Beijing and Hong Kong).
- Join student-run organizations such as The Black Retail Action Group, Fashion Apparel Merchandising Experience (FAME) and Fashion Industries Association (FIA) which produces the Annual Fashion Show that attracts more than 2,000 audience members.
- Collaborate across disciplines on industry-sponsored projects for companies like QVC, Target, Li & Fung and Xcel Brands.
- Participate in our semester-long New York City immersion experience.
- Build lasting relationships and develop leadership skills through academic associations and co-ed fraternities.
- Score a great internship in Philadelphia or New York through our industry connections and alumni network.
- Complete your degree in three years, or earn your MBA with one additional year of study.
- Accredited by ACSBP.

Curriculum

YEAR

1

- Pathways Seminar
- Writing Seminar I: Written Communication
- Writing Seminar II: Multimedia
- Communication
- Debating U.S. Issues
- Mathematics
- Integrative Design Process
- Financial Accounting
- Managerial Accounting
- Principles of Marketing
- Macroeconomics
- Global Fashion Insight

2

- Ethics
- Global Diversity
- Science (Select one DECSYS)
- Business Models
- Introduction to Business Analytics
- Microeconomics
- Principles of Management
- Statistical Data Analytics
- Retail Strategy and Structure
- Survey of the Textile Industry

3

- American Diversity
- Global Citizenship
- Debating Global Issues
- Integrative Seminar: Ethnographic Research Methods
- Business Law
- Financial Management
- Data Mining and Predictive Analytics
- Design Concepts for Fashion
- Introduction to Digital Imaging
- Specialization (3 credits)

4

- Capstone Folio Workshop
- Business Capstone I
- Business Capstone II
- Operations and Data Analytics
- Seminar: Textile and Apparel
- Industry Issues

• The **Hallmarks Core** is a carefully designed sequence of courses that all Jefferson students complete—a cumulative general education that builds essential skills to prepare you for your career.

• The **Design, Engineering and Commerce** core curriculum prepares students for strategic leadership by teaching versatility between fields, preparing professionals with knowledge and skills that are transferable across dynamic boundaries.

• The **Applied Business Analytics** core provides students with the cutting edge knowledge and skills to identify, understand and deliver insights from large datasets, and enables internal and external clients with organizational success and competitive advantages.

• The **Fashion Merchandising and Management** Core Courses.

• The **School of Business** core curriculum.