

# Madonna University

## Merchandising Management • School of Business

### About the Program

#### Overview

The merchandising management program provides graduates with the professional skills for a variety of careers in the field of merchandising.

The program provides knowledge of the design, production, distribution, and retailing of consumer goods for men, women, children, and the home.

In keeping with the University's emphasis on career preparation, students participate in cooperative education work experiences and internships leading to the student's area of specialization.

#### Unique Features:

- Quality faculty, including professionals working in the field.
- Students select an area of specialization in **Fashion** or **General Retail**, based on individual career goals and interest

#### Program Specifics:

- Program leads to certificates of achievement or associate and bachelor degrees.
- Credits earned in the certificate or associate programs may be applied toward the baccalaureate degree in merchandising management.
- An advisory board of industry leaders provides professional input to keep the program current.

### Merchandising Management Major: Bachelor of Science (38 s.h.)

#### REQUIRED MAJOR COURSES:

|         |   |        |
|---------|---|--------|
| MM 1090 | Intro. to Merchandising                 | 3 s.h. |
| MM 2400 | Principles of Retailing                 | 3 s.h. |
| MM 2910 | Cooperative Education                   | 2 s.h. |
| MM 3480 | Retail Buying                           | 3 s.h. |
| MM 3630 | Architectural Style and Interior Design | 4 s.h. |
| MM 4910 | Cooperative Education                   | 2 s.h. |
| MM 4950 | Senior Seminar                          | 2 s.h. |

#### Required Specialization:

|                                  |                |
|----------------------------------|----------------|
| choose Fashion or General Retail | <u>19 s.h.</u> |
|                                  | <b>38 s.h.</b> |

#### Fashion Specialization:

##### Core Courses plus:

|         |                                    |                |
|---------|------------------------------------|----------------|
| MM 2330 | Design Principles                  | 3 s.h.         |
| MM 2370 | Apparel Evaluation                 | 3 s.h.         |
| MM 2620 | Fashion Promotion and Coordination | 3 s.h.         |
| MM 3050 | Textiles for Consumers             | 3 s.h.         |
| MM 3310 | History of Costume                 | 3 s.h.         |
|         | Merchandising Management electives | <u>4 s.h.</u>  |
|         |                                    | <b>19 s.h.</b> |

|          |                           |                |
|----------|---------------------------|----------------|
| ART 2070 | Creative Design and Color | 4 s.h.         |
| MGT 2360 | Principles of Management  | 3 s.h.         |
| MKT 2440 | Principles of Marketing   | <u>3 s.h.</u>  |
|          |                           | <b>10 s.h.</b> |

#### General Retail Specialization:

##### Core Courses plus:

|         |  |                |
|---------|--|----------------|
| MM 3010 | Specialty Merchandising                | 3 s.h.         |
| MM 3080 | Visual Merchandising                   | 3 s.h.         |
| MM 4300 | Theories and Practice of Merchandising | 2 s.h.         |
| MM 4450 | Retail Management                      | 2 s.h.         |
|         | Merchandising Management electives     | <u>9 s.h.</u>  |
|         |  | <b>19 s.h.</b> |

**Required with General Retail Specialization:** Business Administration minor (see right column), 24 s.h.

### Merchandising Management Major / Fashion Specialization: Associate of Science (25 s.h.)

#### REQUIRED MAJOR COURSES:

|         |                                    |                |
|---------|------------------------------------|----------------|
| MM 1090 | Intro to Merchandising             | 3 s.h.         |
| MM 2330 | Design Principles                  | 3 s.h.         |
| MM 2400 | Principles of Retailing            | 3 s.h.         |
| MM 2620 | Fashion Promotion and Coordination | 3 s.h.         |
| MM 2910 | Cooperative Education              | 2 s.h.         |
| MM 3050 | Textiles for Consumers             | 3 s.h.         |
| MM 3310 | History of Costume                 | 3 s.h.         |
|         | Merchandise Management electives   | <u>5 s.h.</u>  |
|         |                                    | <b>25 s.h.</b> |

#### REQUIRED SUPPORT COURSES:

|          |                              |               |
|----------|------------------------------|---------------|
| MGT 2160 | Human Behavior and Attitudes | 2 s.h.        |
| MGT 2360 | Principles of Management     | 3 s.h.        |
| MKT 2440 | Principles of Marketing      | <u>3 s.h.</u> |
|          |                              | <b>8 s.h.</b> |

### Merchandising Management Major / General Retail Specialization: Associate of Science (25 s.h.)

#### REQUIRED MAJOR COURSES:

|          |                                    |                |
|----------|------------------------------------|----------------|
| MM 10900 | Intro to Merchandising             | 3 s.h.         |
| MM 2400  | Principles of Retailing            | 3 s.h.         |
| MM 2910  | Cooperative Education              | 2 s.h.         |
| MM 3010  | Specialty Merchandising <i>or</i>  |                |
| MM 3080  | Visual Merchandising               | 3 s.h.         |
| MM 3480  | Retail Buying                      | 3 s.h.         |
|          | Merchandising Management electives | <u>11 s.h.</u> |
|          |                                    | <b>25 s.h.</b> |

#### REQUIRED SUPPORT COURSES:

|          |                              |               |
|----------|------------------------------|---------------|
| MGT 2160 | Human Behavior and Attitudes | 2 s.h.        |
| MGT 2360 | Principles of Management     | 3 s.h.        |
| MKT 2440 | Principles of Marketing      | <u>3 s.h.</u> |
|          |                              | <b>8 s.h.</b> |

### Business Administration Minor (24 s.h.)

#### REQUIRED MINOR COURSES:

|          |   |                   |
|----------|---|-------------------|
| ACC 2010 | Principles of Accounting I                            | 3 s.h.            |
| CIS 2250 | Computer Fundamentals <i>or</i>                       |                   |
| CIS 2380 | Intro. to Computers                                   | 2-3 s.h.          |
| ECN 2720 | Prin. of Microeconomics                               | 3 s.h.            |
|          | minor electives ( <i>School of Business courses</i> ) | <u>15-16 s.h.</u> |
|          |   | <b>24 s.h.</b>    |

**Your Success is Our Greatest Achievement**



## For Admissions Information

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## For Program Information

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See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities.

## Merchandising Management Minor (21 s.h.)

### REQUIRED MINOR COURSES:

|         |   |                |
|---------|---|----------------|
| MM 1090 | Intro to Merchandising                  | 3 s.h.         |
| MM 2400 | Principles of Retailing                 | 3 s.h.         |
| MM 2910 | Cooperative Education                   | 2 s.h.         |
| MM 3480 | Retail Buying                           | 3 s.h.         |
| MM 3630 | Architectural Style and Interior Design | 4 s.h.         |
|         | Merchandising Management electives      | <u>6 s.h.</u>  |
|         |   | <b>21 s.h.</b> |

## e-Commerce Certificate of Completion (9 s.h.)

### REQUIRED CERTIFICATE COURSES:

|          |   |               |
|----------|---|---------------|
| BUS 3530 | Foundations/ e-Commerce                         | 3 s.h.        |
| MIS 2850 | Web Design for Business Applications            | 3 s.h.        |
| MGT 4300 | Strategic Planning in an e-Commerce Environment | <u>3 s.h.</u> |
|          |   | <b>9 s.h.</b> |

**NOTE: Required courses in certificates may fulfill electives in majors or minors. See Bulletin page 42.**

## Merchandising Management / Fashion Specialization Certificate of Achievement (30 s.h.)

### REQUIRED CERTIFICATE COURSES:

|          |                                    |                |
|----------|------------------------------------|----------------|
| ENG 1010 | College Composition I              | 3 s.h.         |
| MM 1090  | Intro to Merchandising             | 3 s.h.         |
| MM 2330  | Design Principles                  | 3 s.h.         |
| MM 2620  | Fashion Promotion and Coordination | 3 s.h.         |
| MM 2910  | Cooperative Education              | 2 s.h.         |
| MM 3050  | Textiles for Consumers             | 3 s.h.         |
| MGT 2360 | Principles of Management           | 3 s.h.         |
| MKT 2440 | Principles of Marketing            | 3 s.h.         |
|          | Merchandising Management electives | <u>7 s.h.</u>  |
|          |                                    | <b>30 s.h.</b> |

## Merchandising Management / General Retail Specialization Certificate of Achievement (30 s.h.)

### REQUIRED CERTIFICATE COURSES:

|          |                                    |                |
|----------|------------------------------------|----------------|
| ENG 1010 | College Composition I              | 3 s.h.         |
| MM 1090  | Intro to Merchandising             | 3 s.h.         |
| MM 2400  | Principles of Retailing            | 3 s.h.         |
| MM 2910  | Cooperative Education              | 2 s.h.         |
| MM 3010  | Specialty Merchandising <i>or</i>  |                |
| MM 3080  | Visual Merchandising               | 3 s.h.         |
| MM 3480  | Retail Buying                      | 3 s.h.         |
| MGT 2360 | Principles of Management           | 3 s.h.         |
| MKT 2440 | Principles of Marketing            | 3 s.h.         |
|          | Merchandising Management electives | <u>7 s.h.</u>  |
|          |                                    | <b>30 s.h.</b> |

**Post-Degree Certificate requirements for either of the above certificates are the same as listed, except that a Merchandising Management course is substituted for ENG 1010.**

## Merchandising Management students may also consider:

- International Studies Certificate of Achievement
- Business Spanish Certificate of Completion
- Chinese Language and Culture Certificate of Completion

## Career Options

Graduates may pursue career opportunities such as retail buyer, retail management, sales promotion, entrepreneur, fashion coordinator, consumer education, manufacturers representative, and visual display/ presentation. Our alumni can be found working in positions in management, buying, visual presentation and personnel with major corporations in the Detroit metro area and across the country.

## Where Our Grads Are Employed

Alumni are employed by major retailers such as Polo Ralph Lauren, Nordstrom, Saks Inc., Banana Republic, Neiman Marcus, Estée Lauder, The Gap, Parisian, and in mall shopping center management and more.

## Selected Course Offerings

### Introduction to Merchandising

Basic principles that influence and govern the merchandising effort; a study of the activities that make up the merchandising function.

### Principles of Retailing

Principles of retail store management; emphasis is given to store location, layout, personnel, structure, buying, inventory, sales promotion, customer services, and operating expenses.

### Retail Buying

Merchandising functions of retail buying with emphasis on the varied techniques used for planning, executing, and evaluating merchandise.