Merchandising, Apparel, and Textiles
Course Descriptions

*Note: This is not the actual Course Description Form from the Registrar’s office, this document shows you only the courses that are currently offered, some courses have been dropped from the curriculum.

MAT 114 INTRODUCTION TO MERCHANDISING. (3)
An introduction to merchandising with emphasis on apparel and textiles. Examination of industry structures which facilitate the development, manufacturing, marketing and merchandising of goods and services in the domestic and international marketplace.

MAT 120 TEXTILES FOR CONSUMERS. (3)
A study of textiles with emphasis on consumer applications. Properties of fibers, yarns, fabric structures, colors, and finishes related to end use. Survey of legislation and of maintenance requirements.

MAT 237 AESTHETIC EXPERIENCE IN RETAIL. (3)
An introduction to design and aesthetic principles as they are applied to promotional procedures of retail and wholesale organizations including methods of visual merchandising, special event promotion and public relations. Prereq: MAT 120 or consent of instructor.

MAT 247 DRESS AND CULTURE. (3)
A study of the social, cultural, physical, and psychological factors which influence apparel and apparel use in contemporary society. Prereq: Three hours in sociology or anthropology, three hours in psychology.

MAT 315 MERCHANDISE PLANNING AND CONTROL. (3)

MAT 340 PROFESSIONAL SUPPORT. (1)
Self-assessment of student’s strengths, limitations, and career aspirations. Preparation of reference files, letters, and resumes. Identification of, application to, and acceptance by department-approved agencies for completion of internship experience. Prereq: “C” or above in MAT 114, MAT 120, and MAT 237.

RTM 345 SERVICE MANAGEMENT. (3)
A survey of the special characteristics, problems, and methods for managing service-oriented organizations. Students will learn principles of service and guest service management in order to see how they can be used in managing any service organization. The course also introduces quantitative techniques associated with managing organizations in the service sector. Upon completion of the course, the students will be able to apply the concepts to their work experiences. Prereq: Consent of instructor.

*MAT359 SPECIAL TOPICS IN MAT (HUMAN RESOURCE MANAGEMENT). (3)
This course will provide students with a review of essential HR management concepts—including fundamental practices, methods, topics, and relevant legal findings—in a highly readable and accessible format. Prereq: Junior standing or consent of instructor.

MAT 395 INDEPENDENT STUDY IN MERCHANDISING, APPAREL AND TEXTILES. (1-3)
Problems involving independent laboratory, studio, and/or library study conforming to the student’s special interest under the direction of an appropriate faculty member having proficiency in the area selected. May be repeated to a maximum of six credits. Prereq: Consent of instructor and contractual agreement.

MAT 414 MERCHANDISING STRATEGY ANALYSIS. (3)
The analysis of environmental, individual, and psychological factors of consumer consumption and their impact on apparel retailer strategic planning. Prereq: MAT 114, ACC 201, MAT 315, and MAT 350

MAT 470 INTERNATIONAL MERCHANDISING. (3)

MAT 480 MERCHANDISING, APPAREL AND TEXTILES STUDY TOUR. (1-3)
A domestic or foreign study tour to include investigation of interests related to merchandising, apparel and textiles. Professional visits are planned according to particular itineraries. Application and payment dates are determined each semester by the instructor. This course may be repeated one time if tour destinations are different. Prereq: Priority is given to majors and upperclassmen. All students are subject to instructor approval.

**MAT 490 INTERNSHIP.** (6 or 9)
Supervised experience with a cooperative retail, design, or industrial establishment. Fall and summer semesters. Applications must be submitted spring semester according to a designated schedule established by the department. Prereq: Junior or senior standing with the completion of MAT 114, MAT 120, MAT 237, MAT 350 and approval of department.

**MAT 510 BRAND MANAGEMENT.** (3)
Examination of the important issues in planning and evaluating brand strategies with special emphasis on exploring why brands are important, what they represent to consumers and what firms should do to manage them properly. Prereq: MAT 114 or consent of instructor.

**MAT 514 RETAIL ENTREPRENEURSHIP.** (3)
Concepts of entrepreneurship within single ownership and other business organizations; development of a business plan; management of a small business; current issues and problems. Prereq: MAT 114 or consent of instructor.

**MAT 515 SPECIFICATION AND EVALUATION OF TEXTILES AND APPAREL.** (3)
The course will focus on product development and quality control in textile products (Apparel and Interiors), by developing specifications and evaluating the quality of a textile product. Prereq: MAT 120, MAT 237.

**MAT 520 TEXTILES FOR INTERIORS.** (3)
Selection, cost, expected performance and care of textiles used in residential and commercial interiors. Prereq: MAT 120.

**MAT 522 HISTORY OF TEXTILES.** (3)
Survey of the development of textiles from ancient to modern times. Emphasis on social, economic, technological and political effects on the evolution of textile fibers, fabric structures, color and design. Field trips. Prereq: MAT 120, MAT 247, open to Seniors and Graduate Students only.

**MAT 533 HISTORY OF COSTUME.** (3)
Development of costume from ancient to modern times with consideration of historic, social, and economic setting. Field trips. Prereq: Open to Seniors and Graduate Students only.

**MAT 547 SOCIAL AND PSYCHOLOGICAL ASPECTS OF APPAREL.** (3)
An advanced study of the social, psychological factors which influence apparel and apparel use with particular emphasis on research. Prereq: Open to Seniors and Graduate Students only.

**MAT 559 SPECIAL TOPIC IN MERCHANDISING, APPAREL AND TEXTILES.** (Subtitle required) (1-3)
Advanced in-depth study of merchandising, apparel and textiles. May be repeated to a maximum of six credits. Prereq: Open to Seniors and Graduate Students only.

**MAT 570 ELECTRONIC RETAILING (E-TAILING).** (3)
An educational foundation in e-tail development as a medium for food, apparel, and textile distribution and sales. Prereq: MAT 114, MAT 120, MAT 237, MAT 247, STA 200, MKT 300

**MAT 595 INDEPENDENT STUDY IN MERCHANDISING, APPAREL AND TEXTILES.** (1-3)
Problems involving independent laboratory, studio, and/or library study conforming to the student’s special interest under the direction of an appropriate faculty member having proficiency in the area selected. May be repeated to a maximum of six credits. Prereq: Restricted to Seniors and Graduate Students with contractual agreement.

*Courses can be used as substitution classes for MAT 350 and MAT 425.*