### Fashion Merchandising

### Minor Contact
- Peter Butler (peter.butler@mail.wvu.edu)

### Minor Code - U097

The FDM minor exposes students to the merchandising activities of a highly dynamic industry. Core structures of production, distribution, and consumption are covered across the 18 required credit hours. Students can tailor the minor to their interests, focusing on up-chain or down-chain activities. Students also have the option to apply up to six credits earned studying abroad in the Disegno Italia program. A letter grade of "C" or better must be earned in all courses.

#### Minor Requirements

A minimum grade of C is required in all courses.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 110</td>
<td>Introduction to Fashion Business</td>
<td>3</td>
</tr>
<tr>
<td>FDM 211</td>
<td>Introduction to Textiles</td>
<td>3</td>
</tr>
<tr>
<td>FDM 220</td>
<td>Fashion, the Body, and Culture</td>
<td>3</td>
</tr>
<tr>
<td>or FDM 221</td>
<td>Dress History: 1850-Present</td>
<td></td>
</tr>
<tr>
<td>FDM 360</td>
<td>Retail Merchandising</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDM 411</td>
<td>Fashion Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>or FDM 412</td>
<td>Fashion Sourcing and Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>FDM 461</td>
<td>Omni-Channel Fashion Retailing</td>
<td>3</td>
</tr>
<tr>
<td>or FDM 460</td>
<td>Sustainability in Fashion</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours**

18