

# Apparel Merchandising and Product Development (AMPD)

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The Apparel Merchandising and Product Development (AMPD) program opens the door to careers in the fashion industry. Buyer, product development specialist, fashion coordinator, sales consultant, visual display artist, and quality assurance technician are only a few of the possibilities. Classes in business, retailing, apparel production, science, social science, and the liberal arts give students a basic knowledge about the textile and apparel industries. By selecting from a variety of minors, students can tailor this program to meet their goals. Program strengths include guest speakers who provide insight into today's careers, tours of major fashion centers, and internships, which provide valuable career experience.

## Requirements for a Major in Apparel Merchandising and Product Development (AMPD)

State minimum core and discipline specific general education requirements:

(Course work that meets state minimum core requirements is in bold.)

<b>Communication</b>	6-12
ENGL 1013	Composition I (ACTS Equivalency = ENGL 1013)
ENGL 1023	Composition II (ACTS Equivalency = ENGL 1023)
COMM, ENGL, JOUR or World Language	
COMM 1313	Public Speaking (ACTS Equivalency = SPCH 1003)
<b>U.S. History and Government</b>	3
Choose from U.S. History and Government Core Courses	
<b>Mathematics and Statistics</b>	6-7
MATH 1203	College Algebra (ACTS Equivalency = MATH 1103) (or higher level MATH or STAT class)
	or MATH 1203 College Algebra with Review (ACTS Equivalency = MATH 1103)
AND Any MATH above 1204 or any STAT class	
<b>Sciences</b>	8
Choose from Science Core Courses	
<b>Fine Arts and Humanities</b>	6
Choose from Fine Arts, Humanities Core Courses (Section a & b)	
<b>Social Sciences</b>	9
ECON 2143	Basic Economics: Theory and Practice <sup>1</sup>
PSYC 2003	General Psychology (ACTS Equivalency = PSYC 1103)
ANTH 1023	Introduction to Cultural Anthropology (ACTS Equivalency = ANTH 2013)
	or SOCI 201 General Sociology (ACTS Equivalency = SOCI 1013)

<b>World Language -- 1013 or higher</b>	3
<b>Human Environmental Science Core</b>	7
HESC 1501	Issues and Trends in Human Environmental Sciences
NUTR 1213	Fundamentals of Nutrition
HDFS 2413	Family Relations
	or HDFS 1403 Life Span Development
<b>AMPD Requirements</b>	48-52
AMPD 1013	Introduction to Clothing Concepts
AMPD 1023	Introduction to Apparel Production
AMPD 2013	Fashion, Buying and Promotion in a Global Market
AMPD 2033	Computer Based Methods for Apparel
AMPD 2053	Introduction to Textile Science
AMPD 2063	Quality Assessment of Apparel
AMPD 3003	Apparel Production
AMPD 3033	Merchandising Math for the Apparel Industry
AMPD 3043	Fashion Brand Management
AMPD 3071	Apparel Merchandising and Product Development Pre-Internship
AMPD 4023	Merchandising Application for the Apparel Industry
AMPD 4033L	Computer Aided Textile Design
AMPD 4053	Historic and Contemporary Apparel
AMPD 4063	Advanced Apparel Production
AMPD 4082	Apparel Merchandising and Product Development Internship
AMPD 4093	Apparel Merchandise Planning and Inventory Control
AMPD 4901	AMPD Pre-Study Tour
AMPD 491V	AMPD Study Tour
<b>Computers</b>	6
AGME 2903	Agricultural and Human Environmental Sciences Applications of Microcomputers (or ISYS 1123 or equivalent course)
AGED 4243	Graphic Design in AFLS
<b>General Electives</b> <sup>2</sup>	7-18
Suggested Electives	
AMPD 4011	History of Apparel Through Film to 1900
AMPD 4103	Evolution of Fashion and Society Through Television Media
AMPD 4111	History of Apparel Through Film from 1900 to Present
MKTG 3433	Introduction to Marketing ((Required for Business Minor -- additional pre-reqs required))
Any 3000-4000 level MKTG	
<b>TOTAL HOURS</b> <sup>3</sup>	120

<sup>1</sup> Students may substitute AGECE 1103 and AGECE 2103 or ECON 2013 and ECON 2023 for ECON 2143.

<sup>2</sup> Elective hours will vary based on exemptions and study tour credits.

<sup>3</sup> A minimum of 36 hours must be completed at the 3000-4000 level, a maximum of 42 hours of online courses allowed. UNIV 1001 must be taken for incoming freshmen.

## Apparel Merchandise and Product Development B.S.H.E.S. Ten-Semester Degree Program

Because the Apparel Merchandise and Product Development program requires a summer tour and an internship, it doesn't qualify for the Eight-Semester Degree Program. Go to the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy>) for university requirements of the program. The program plan below, though, gives a path for completing required courses in a four-year period.

First Year	Units		
	Fall	Spring	Summer
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3-0		
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (or any higher MATH or STAT course)	3		
AMPD 1023 Introduction to Apparel Production	3		
University Core Fine Arts Category "a"	3		
AMPD 1013 Introduction to Clothing Concepts	3		
HESC 1501 Issues and Trends in Human Environmental Sciences	1		
UNIV 1001 University Perspectives	1-0		
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)		3-0	
HDFS 2413 Family Relations or HDFS 1403 Life Span Development		3	
AGME 2903 Agricultural and Human Environmental Sciences Applications of Microcomputers <sup>1</sup>		3	
or ISYS 1123 Business Application Knowledge - Computer Competency			
AMPD 2053 Introduction to Textile Science		3	
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (if not previously taken)		3	
Or any higher MATH or STAT course			
Year Total:	17-13	15-12	

Second Year	Units		
	Fall	Spring	Summer
Science Core Elective	4		
AMPD 2013 Fashion, Buying and Promotion in a Global Market	3		
PSYC 2003 General Psychology (ACTS Equivalency = PSYC 1103)	3		
NUTR 1213 Fundamentals of Nutrition	3		
U.S. History Core Elective	3		
AMPD 2063 Quality Assessment of Apparel		3	
AMPD 2033 Computer Based Methods for Apparel		3	

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)			3
AMPD 3071 Apparel Merchandising and Product Development Pre-Internship			1
AMPD 4901 AMPD Pre-Study Tour			1
ECON 2143 Basic Economics: Theory and Practice			3
AMPD 3033 Merchandising Math for the Apparel Industry			3
AMPD 491V AMPD Study Tour			6-2
Year Total:	16	17	6-2

Third Year	Units		
	Fall	Spring	Summer
SOCI 2013 General Sociology (ACTS Equivalency = SOCI 1013)	3		
or ANTH 1023 Introduction to Cultural Anthropology (ACTS Equivalency = ANTH 2013)			
AMPD 3043 Fashion Brand Management	3		
World Language 1013 or Higher	3		
Science Core Elective	4		
Humanities Core Elective Category "b"			3
AMPD 3003 Apparel Production			3
COMM, ENGL, JOUR or World Language			3
AMPD or General Electives <sup>2</sup>			2-6
AMPD 4082 Apparel Merchandising and Product Development Internship			2
Year Total:	13	11-15	2

Fourth Year	Units		
	Fall	Spring	Summer
AMPD 4063 Advanced Apparel Production	3		
AMPD or General Electives	2-5		
AMPD 4053 Historic and Contemporary Apparel	3		
AMPD 4023 Merchandising Application for the Apparel Industry	3		
AGED 4243 Graphic Design in AFLS			3
AMPD 4093 Apparel Merchandise Planning and Inventory Control			3
AMPD 4033L Computer Aided Textile Design			3
AMPD or General Electives <sup>2</sup>			3-7
Year Total:	11-14	12-16	

Total Units in Sequence: 120

<sup>1</sup> Or equivalent course for ISYS 1123

<sup>2</sup> Elective hours will vary based on exemptions and study tour credits.

## Courses

### **AMPD 1013. Introduction to Clothing Concepts. 3 Hours.**

Origin of dress, the evolution of fashion as an economic power, the sociological and psychological aspects of clothing in various cultures, aesthetics of dress, selection and consumption of clothing. Lecture 3 hours per week.

### **AMPD 1013H. Honors Introduction to Clothing Concepts. 3 Hours.**

Origin of dress, the evolution of fashion as an economic power, the sociological and psychological aspects of clothing in various cultures, aesthetics of dress, selection and consumption of clothing. Lecture 3 hours per week. Prerequisite: Honors standing.

This course is equivalent to AMPD 1013.

### **AMPD 1023. Introduction to Apparel Production. 3 Hours.**

Course focuses on basic principles of apparel production and analysis of garment components of mass produced apparel. Students utilize computer generated designs in the production process. Laboratory 6 hours per week. Prerequisite: HESC or AMPD students only.

### **AMPD 2013. Fashion, Buying and Promotion in a Global Market. 3 Hours.**

Fashion components, marketing theories and practices as they specifically relate to apparel, home goods, and other design driven products in the global market. Focus on principles and techniques on how fashion marketers develop and apply marketing strategies that meet consumer needs at a profit. International buying and promotional aspects of the apparel industry are emphasized. Lecture 3 hours per week. Prerequisite: AMPD major and AMPD 1013.

### **AMPD 2013H. Honors Fashion, Buying and Promotion in a Global Market. 3 Hours.**

Fashion components, marketing theories and practices as they specifically relate to apparel, home goods, and other design driven products in the global market. Focus on principles and techniques on how fashion marketers develop and apply marketing strategies that meet consumer needs at a profit. International buying and promotional aspects of the apparel industry are emphasized. Lecture 3 hours per week. Prerequisite: AMPD major, AMPD 1013 and honors standing.

This course is equivalent to AMPD 2013.

### **AMPD 2033. Computer Based Methods for Apparel. 3 Hours.**

This course is designed to give students basic experience with CAD (computer aided design) apparel industry software in a computer laboratory environment. Prerequisite: AMPD majors only, AMPD 1013, AMPD 1023 and AGME 2903 or ISYS 1123 or equivalent.

### **AMPD 2053. Introduction to Textile Science. 3 Hours.**

Textile fibers and fabrics, their structure, properties, manufacture, wearing qualities and methods of laundering, finishing, and dyeing. Artistic and economic selection of materials for clothing and household furnishings. Lecture 3 hours per week. Prerequisite: HESC or AMPD students only.

### **AMPD 2063. Quality Assessment of Apparel. 3 Hours.**

Study of apparel from the perspective of structure, aesthetics, cost and expected performance of the finished product. Lecture 2 hours per week, lab 2 hours per week. Prerequisite: AMPD 1023 and AMPD 2053.

### **AMPD 3003. Apparel Production. 3 Hours.**

A study of product development and production through flat pattern manipulation and the related vocabulary necessary to communicate professionally within the industry. Pre- or Corequisite: AMPD 2063.

### **AMPD 3033. Merchandising Math for the Apparel Industry. 3 Hours.**

Exploration of activities associated with the procurement of fashion apparel. A fashion analysis is directed toward apparel demands and the creation of a fashion statement by the use of specific quantitative skills. Course follows fashion item from the designer to the store. Lecture 3 hours per week. Prerequisite: MATH 1203 or MATH 1204 or three credit hours of STAT and AMPD 2013.

### **AMPD 3043. Fashion Brand Management. 3 Hours.**

This course focuses on the fundamental elements of brand, the concept of brand equity, brand relationships with consumers, and the implications of technologies on the branding process in the fashion industry. The course topics include branding basics, the concept of brand equity, brand image, brand positioning, brand communications, the role of emotional and sensory experiences in fashion branding, luxury fashion brands, sustainable fashion branding management, and technology driven branding. Prerequisite: AMPD 2013.

### **AMPD 3071. Apparel Merchandising and Product Development Pre-Internship. 1 Hour.**

A study of job descriptions, responsibilities at the management level, structural operations, work procedures, job performance evaluations, job application, the resume, and portfolio development in preparation for AMPD 4082, AMPD Internship. Lecture 1 hour per week. Prerequisite: AMPD majors only.

### **AMPD 4011. History of Apparel Through Film to 1900. 1 Hour.**

This course uses historic costume films to trace the evolution of clothing from ancient Egypt to the Twentieth Century. Emphasis is placed on societal aspects such as politics, religion, economy, technology, education, sports, class structure, and gender roles, and how they affect and change dress. Web-based course.

### **AMPD 4023. Merchandising Application for the Apparel Industry. 3 Hours.**

Application of merchandising theory, principles and practices in a capstone class. An in depth study of innovative apparel business concepts as applied to manufacturers and retailers of apparel including apparel classification, seasonal cycles, stock emphasis, assortment strategies, target customers, and apparel trends. Includes an overview of marketing communication including advertising, personal selling, and sales promotion. Prerequisite: AMPD 3033 and AMPD 3043.

### **AMPD 4033L. Computer Aided Textile Design. 3 Hours.**

This course is designed to give students advanced skills in textile design using industry based computer aided design (CAD) software. Lab 4 hours per week. Prerequisite: AMPD 2033 and AMPD 2053.

### **AMPD 4053. Historic and Contemporary Apparel. 3 Hours.**

This course traces the evolution of clothing from ancient times to the twentieth century with emphasis upon Western civilization and includes the study of contemporary fashion as a social force including the origin, scope, theory, and history of the fashion business, the materials of fashion, the fashion producers, auxiliary fashion enterprises, designers, fashion leaders, and leading market. Cultural and economic factors affecting dress, adornment and customs associated dress will be stressed. The Lecture 3 hours per week. Prerequisite: Junior or senior standing or instructor consent.

### **AMPD 4063. Advanced Apparel Production. 3 Hours.**

An advanced study of product development incorporating technology used in the industry for a career in fashion merchandising and/or product development in a computer laboratory environment. Laboratory 6 hours per week. Prerequisite: AMPD 2033, AMPD 2063 and AMPD 3003.

### **AMPD 4063H. Honors Advanced Apparel Production. 3 Hours.**

An advanced study of product development incorporating technology used in the industry for a career in fashion merchandising and/or product development in a computer laboratory environment. Laboratory 6 hours per week. Prerequisite: AMPD 2033, AMPD 2063 and AMPD 3003 and honors candidacy. This course is equivalent to AMPD 4063.

### **AMPD 4082. Apparel Merchandising and Product Development Internship. 2 Hours.**

A practical experience in a retail store or in a work situation related to the apparel industry to gain insight into the field of apparel merchandising and operations. Prerequisite: Junior standing and 2.50 cum GPA and AMPD 2013, AMPD 2033, AMPD 2063, AMPD 3003, AMPD 3033, AMPD 3043, AMPD 3071, COMM 1313 and instructor consent. May be repeated for up to 4 hours of degree credit.

**AMPD 4093. Apparel Merchandise Planning and Inventory Control. 3 Hours.**

Describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices - and at the right times. Follows the evolution of the merchandising function with emphasis on production efficiency, highlighting the philosophies of industry executives and the effective integration of the merchandising, store design, marketing, the apparel supply chain and manufacturing functions along the way. Prerequisite: AMPD 3033.

**AMPD 4103. Evolution of Fashion and Society Through Television Media. 3 Hours.**

This course uses television programming from its early beginnings in the 1930s through to the twenty-first century to trace major events, societal changes, and the associated evolution of fashion. The course examines television both as an innovator and diffuser of fashion trends.

**AMPD 4111. History of Apparel Through Film from 1900 to Present. 1 Hour.**

This course uses historic costume films to trace the evolution of clothing from 1900 to Present. Emphasis is placed on societal aspects such as politics, religion, economy, technology, education, sports, class structure, and gender roles, and how they affect and change dress. Web based course.

**AMPD 4901. AMPD Pre-Study Tour. 1 Hour.**

A study of specific regional and international fashion markets for apparel studies in preparation for AMPD 491V AMPD Study Tour. The course examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets. AMPD 4901 is content specific to each AMPD 491V study tour and must be repeated for each study tour destination. A grade of "C" or better is required to participate in AMPD 491V. Prerequisite: 2.0 minimum GPA. AMPD majors with minimum 30 hours, or consent. May be repeated for up to 4 hours of degree credit.

**AMPD 4901H. Honors AMPD Pre-Study Tour. 1 Hour.**

A study of specific regional and international fashion markets for apparel studies in preparation for AMPD 491V AMPD Study Tour. The course examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets. AMPD 4901 is content specific to each AMPD 491V study tour and must be repeated for each study tour destination. A grade of "C" or better is required to participate in AMPD 491V. Prerequisite: 2.0 minimum GPA. AMPD majors with minimum 30 hours, or consent. May be repeated for up to 4 hours of degree credit. This course is equivalent to AMPD 4901.

**AMPD 491V. AMPD Study Tour. 2-6 Hour.**

An on-site study of specific regional and international fashion markets for apparel merchandising and product development. Course further examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets as outlined in AMPD 4901. Course includes study trip; length based upon destination. Additional fees required. Course will also be offered each May and August Intersession. Prerequisite: AMPD 4901 (with a C or better), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. Corequisite: AMPD 4901 (with a C or better, if corequisite, must have C or better at time of trip), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. May be repeated for up to 24 hours of degree credit.

**AMPD 491VH. Honors AMPD Study Tour. 2-6 Hour.**

An on-site study of specific regional and international fashion markets for apparel merchandising and product development. Course further examines the design, production, distribution and retailing of fashion goods from couture fashion to mass markets as outlined in AMPD 4901. Course includes study trip; length based upon destination. Additional fees required. Course will also be offered each May and August Intersession. Prerequisite: AMPD 4901 (with a C or better), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. Corequisite: AMPD 4901 (with a C or better, if corequisite, must have C or better at time of trip), 2.0 min. GPA, AMPD major with min. 30 hours, and instructor consent. May be repeated for up to 24 hours of degree credit.