

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

State minimum core (<http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/>) and discipline specific general education requirements:

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

University Requirements	1
UNIV 1001 University Perspectives	
Communication	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)	
U.S. History and Government	3
Choose from U.S. History and Government Core Courses	
Mathematics and Statistics	6
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (or higher level MATH or STAT class)	
Any MATH above MATH 1203 or any STAT class	
Sciences	8
Choose 8 hours Lecture/Lab from Science Core Courses	
Fine Arts and Humanities	6
Choose 3 hours Fine Arts and 3 hours Humanities Core Courses	
Social Sciences	9
ECON 2143 Basic Economics: Theory and Practice ¹	
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)	
World Culture Requirement	3
Choose 3 hours from the following:	
HDFS 2493 Introduction to Cultural Competence	
HIST 3533 World War II	
HIST 3553 Russia Since 1861	
HIST 3593 The 1960s: A World Transformed	
HIST 4193 Great Britain, 1901-2001	
LALS 4003 Latin American Studies Colloquium	
LALS 2013 Introduction to Latin American and Latino Studies	
MEST 2003 Introduction to Islam	
MEST 2013 Introduction to Middle East Studies	
World Language 1013 or higher	
AMPD Requirements (49 hours)	
AMPD 1013 Introduction to Clothing Concepts	3
AMPD 1023 Introduction to Apparel Production	3
AMPD 2013 Fashion, Buying and Promotion in a Global Market	3
AMPD 2033 Computer Based Methods for Apparel	3
AMPD 2053 Introduction to Textile Science	3
AMPD 2063 Quality Assessment of Apparel	3
AMPD 3003 Apparel Production	3
AMPD 3033 Merchandising Math for the Apparel Industry	3
AMPD 3043 Fashion Brand Management	3
AMPD 3071 Apparel Merchandising and Product Development Pre-Internship	1
AMPD 4023 Merchandising Application for the Apparel Industry	3
AMPD 4033 Computer Aided Textile Design	3
AMPD 4053 Historic and Contemporary Apparel	3
AMPD 4063 Advanced Apparel Production	3
AMPD 4083 Apparel Merchandising and Product Development Internship	3
AMPD 4093 Apparel Merchandise Planning and Inventory Control	3
AMPD 4901 AMPD Pre-Study Tour	1
AMPD 4912 AMPD Study Tour	2
Computers	6
ASTM 2903 Agricultural and Human Environmental Sciences & ISYS 1123 Applications of Microcomputers and Business Application Knowledge - Computer Competency (or equivalent course)	
ACOM 4243 Graphic Design in AFLS	
General Electives ^{2, 3}	17
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-requisite courses required)	
Any 3000-4000 level MKTG	
Total Hours	120

- ¹ Students may substitute AGEC 1103 and AGEC 2103 or ECON 2013 and ECON 2023 for ECON 2143.
- ² Elective hours will vary based on exemptions.
- ³ A minimum of 40 hours must be completed at the 3000-4000 level, no more than 35% online hours taken at the U of A can be counted toward degree program.

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) (Satisfies General Education Outcome 1.1)	3		
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (or any higher MATH or STAT course) (Satisfies General Education Outcome 2.1)	3		
AMPD 1013 Introduction to Clothing Concepts (Satisfies General Education Outcome 4.1)	3		
Fine Arts State Minimum Core Elective (Satisfies General Education Outcome 3.1) ¹	3		
AMPD 1023 Introduction to Apparel Production	3		
UNIV 1001 University Perspectives		1	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)		3	
AMPD or General Elective		3	
ASTM 2903 Agricultural and Human Environmental Sciences Applications of Microcomputers ² or ISYS 1123 Business Application Knowledge - Computer Competency		3	
AMPD 2053 Introduction to Textile Science		3	
Any MATH above MATH 1203 or STAT		3	
Year Total:	16	15	

Second Year	Units		
	Fall	Spring	Summer
Science State Minimum Core Elective (Satisfies General Education Outcome 3.4)	4		
AMPD 2013 Fashion, Buying and Promotion in a Global Market	3		
PSYC 2003 General Psychology (ACTS Equivalency = PSYC 1103) (Satisfies General Education Outcome 3.3)	3		
AMPD or General Elective	3		
U.S. History or Government State Minimum 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) (Satisfies General Education Outcome 1.2)			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 (Satisfies General Education Outcome 3.3)			3
AMPD 3033 Merchandising Math for the Apparel Industry			3
AMPD 4912 AMPD Study Tour			2
Year Total:	16	17	2

Third Year	Units		
	Fall	Spring	Summer
Satisfies General Education Outcome 3.3:			
SOCI 2013 General Sociology (ACTS Equivalency = SOCI 1013) or ANTH 1023 Introduction to Cultural Anthropology (ACTS Equivalency = ANTH 2013)	3		
AMPD 3043 Fashion Brand Management	3		
Science State Minimum Core Elective (Satisfies General Education Outcome 3.4)	4		
AMPD or General Elective ⁴	2		
World Culture Requirement - select from the following:	3		
HDFS 2493 Introduction to Cultural Competence			
HIST 3533 World War II			
HIST 3553 Russia Since 1861			
HIST 3593 The 1960s: A World Transformed			
HIST 4193 Great Britain, 1901-2001			

LALS 2013 Introduction to Latin American and Latino Studies			
LALS 4003 Latin American Studies Colloquium			
MEST 2003 Introduction to Islam			
MEST 2013 Introduction to Middle East Studies			
World Language 1013 or higher			
Humanities State Minimum Core Elective (Satisfies General Education Outcome 3.2) ³		3	
AMPD 3003 Apparel Production		3	
COMM, ENGL, JOUR or World Language		3	
AMPD or General Electives ⁴		3	
AMPD 4083 Apparel Merchandising and Product Development Internship			3
Year Total:	15	12	3

Fourth Year	Units		
	Fall	Spring	Summer
AMPD 4063 Advanced Apparel Production (Satisfies General Education Outcome 6.1)	3		
AMPD or General Electives ⁴	3		
AMPD 4053 Historic and Contemporary Apparel (Satisfies General Education Outcome 4.2)	3		
AMPD 4023 Merchandising Application for the Apparel Industry (Satisfies General Education Outcome 6.1)	3		
ACOM 4243 Graphic Design in AFLS		3	
AMPD 4093 Apparel Merchandise Planning and Inventory Control (Satisfies General Education Outcome 5.1)		3	
AMPD 4033 Computer Aided Textile Design		3	
AMPD or General Electives ⁴		3	
Year Total:	12	12	

Total Units in Sequence: 120

¹ The Fine Arts Elective courses which satisfy General Education Outcome 3.1 include: ARCH 1003, ARHS 1003, COMM 1003, DANC 1003, LARC 1003, MLIT 1003, MLIT 1013, MLIT 1013H, THTR 1013 or THTR 1013H.

² Or equivalent course for ISYS 1123

³ The Humanities Elective courses which satisfy General Education Outcome 3.2 include: AAST 2023, ANTH 1033, ARCH 1013, CLST 1003, CLST 1003H, CLST 1013, COMM 1233, DANC 1003, ENGL 1213, GNST 2003, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, HIST 2003, HIST 2013, HUMN 1124H, HUMN 2213, LALS 2013, MRST 2013, MUSY 2003, MUSY 2003H, PHIL 2003, PHIL 2003C, PHIL 2003H, PHIL 2103, PHIL 2103C, PHIL 2303, THTR 1003, THTR 1013, THTR 1013H, WLIT 1113, WLIT 1123, or intermediate-level world language (usually 2003-level).

⁴ 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. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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 ASTM 2903 or ISYS 1123 or equivalent. (Typically offered: Fall and Spring)

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, AMPD or FCSE students only. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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 three credit hours of STAT and AMPD 2013. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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 4083, AMPD Internship. Lecture 1 hour per week. Prerequisite: AMPD majors only. (Typically offered: Spring)

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. (Typically offered: Fall and Spring)

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 and completed 75 credit hours or instructor consent. (Typically offered: Fall and Spring)

AMPD 4033. 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. Prerequisite: AMPD 2033, AMPD 2053 and complete 75 credit hours or instructor consent. (Typically offered: Fall and Spring)

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: Completed 75 credit hours or instructor consent. (Typically offered: Fall and Spring)

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 2063 and AMPD 3003. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

This course is equivalent to AMPD 4063.

AMPD 4083. Apparel Merchandising and Product Development Internship. 3 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. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 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: ECON 2143 and AMPD 3033 and senior standing or instructor consent. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

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

A study of specific regional and international fashion markets for apparel studies in preparation for AMPD 4912 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 4912 study tour and must be repeated for each study tour destination. A grade of "C" or better is required to participate in AMPD 4912. Prerequisite: 2.0 minimum GPA. AMPD majors with minimum 30 hours, or consent. (Typically offered: Spring and Summer) 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 4912 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 4912 study tour and must be repeated for each study tour destination. A grade of "C" or better is required to participate in AMPD 4912. Prerequisite: 2.0 minimum GPA. AMPD majors with minimum 30 hours, or consent. (Typically offered: Spring and Summer) May be repeated for up to 4 hours of degree credit.

This course is equivalent to AMPD 4901.

AMPD 4912. AMPD Study Tour. 2 Hours.

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. (Typically offered: Summer) May be repeated for up to 6 hours of degree credit.

AMPD 4912H. Honors AMPD Study Tour. 2 Hours.

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. (Typically offered: Summer) May be repeated for up to 8 hours of degree credit.
This course is equivalent to AMPD 4912.