Apparel Merchandising and Product Development (AMPD)

Courses

**AMPD 1013. Introduction to Clothing Concepts (Sp, Fa). 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: HESC 1501 or AMPD major.

**AMPD 1013H. Honors Introduction to Clothing Concepts (Sp, Fa). 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 and HESC 1501 or AMPD major.

This course is equivalent to AMPD 1013.

**AMPD 1023. Introduction to Apparel Production (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 3 Hours.**
A study of product development and production through flat pattern manipulation and the related vocabulary necessary to communicate professionally within the industry. Laboratory 6 hours per week. Pre- or Corequisite: AMPD 2063.

**AMPD 3033. Merchandising Math for the Apparel Industry (Sp, Fa). 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 style 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 (Sp, Fa). 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 (Sp). 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 (Sp, Fa). 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 (Sp, Fa). 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 4033. Computer Aided Textile Design (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 4053H. Honors Advanced Apparel Production (Sp, Fa). 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 (Sp, Su). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Su). 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 (Sp, Su). 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 (Su). 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 (Su). 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 5003. Apparel Sourcing and Merchandising Systems in the Global Economy (Odd years, Fa). 3 Hours.
Evaluation of key issues facing textiles and apparel supply chain businesses in the global economy considering economic, political, and social perspectives and professional implications. Lecture 3 hours.

Use of computer aided design technology to perform pattern making techniques for apparel production. Laboratory 5 hours per week. Prerequisite: AMPD 3003.

AMPD 5023. Social, Psychological and Cultural Aspects of Dress (Odd years, Fa). 3 Hours.
Integration of social, psychological and cultural theories as they apply to appearance and clothing behavior. Lecture 3 hours.

AMPD 5033. Issues and Trends in Textile Studies (Odd years, Sp). 3 Hours.
Studies of advances in textile science and recent developments in the textile industry. Lecture 3 hours.

AMPD 5043. Theories and Practices in Apparel Merchandising (Even years, Sp). 3 Hours.
Theoretical perspectives, concepts and current practices that influence apparel merchandising. Lecture 3 hours.