

APPAREL MERCHANDISING AND MANAGEMENT

www.csupomona.edu/~amm/

Peter Kilduff, Chair

Jean Gipe
Cynthia L. Regan

The apparel production and distribution sector is a major component of the US economy. In addition to apparel manufacturing, international trading, and retailing activities, it embraces many specialist supporting sectors, including the media, logistics, business consulting, textiles, and equipment manufacturing. Southern California is home to a vibrant apparel sector, the largest in the nation. Renowned as a leading international fashion center, the Los Angeles area contains many top apparel brands and retail groups. It is also an incubator for dynamic new apparel companies based on the California lifestyle.

The Apparel Merchandising and Management program prepares students for leadership roles in what is a dynamic and global business sector. Career opportunities are diverse, embracing areas such as design, product development, manufacturing, merchandising, international sourcing, retail buying, visual merchandising, store operations management and brand management.

The Bachelor of Science in Apparel Merchandising and Management has two subplans: Apparel Production and Fashion Retailing. These subplans, similar at the freshman, sophomore and beginning junior levels, diverge in the balance of upper division coursework into one of two areas of specialization. The common core of courses for the two subplans provides graduates with a broad based interdisciplinary educational background in product design and technology as well as in manufacturing and retailing processes. Graduates will have experience in all areas of the apparel business from market research through product development, production, wholesale and retail distribution, and brand marketing. Through a combination of coursework and internship, graduates will be prepared for managerial and executive level career paths.

The apparel curriculum contains a combination of theory and application in both the classroom and on-the-job internships. An Apparel Industry Advisory Board works closely with the apparel faculty in keeping the curriculum current and providing internship opportunities. The Apparel Production subplan is endorsed by the American Apparel and Footwear Association.

Students are actively involved in the apparel industry and utilize actual manufacturing and retailing facilities for first hand knowledge. Fashion Retailing students operate their own micro apparel retail business, ApparelScapes, on campus. Apparel Production students similarly develop and market their own clothing line, labeled AM[®], and sell it through ApparelScapes and the Bronco Bookstore.

Students work closely with their faculty advisors on career counseling, scheduling, and internship placement. They may also participate in the student organization, the Apparel Merchandising and Management Association, as well as many professional organizations and events.

The Apparel Merchandising and Management Department also offers a minor in Fashion Merchandising administered jointly with the International Business and Marketing Department.

For more information, contact the Apparel Merchandising and Management Department in Building 45 Room 152 at (909) 869-3377.

Any student who meets the CSU entrance requirements will be eligible to enter this program. A student who successfully completes the required units as described will be eligible for graduation.

Apparel Technology and Research Center (ATRC)

The Apparel Technology and Research Center (ATRC) provides outreach services for apparel and related businesses, and professional and government organizations. The Center offers applied research and technology transfer services, as well as on-line education, consulting and information services through the ATRC website atrc.ag.csupomona.edu/ The ATRC is a self-supporting center funded by industry.

CORE COURSES

Required of all students. A 2.0 cumulative GPA is required in core courses including subplan courses for the major in order to receive a degree in the major.

Fashion IndustryAMM	101	(4)
Culture, People, and DressAMM	108	(4)
Introduction to Textile ScienceAMM	160	(3)
Apparel Design AnalysisAMM	210/210A	(2/2)
Fashion PromotionAMM	230	(4)
Apparel Merchandise and BuyingAMM	250	(4)
Visual Merchandising/Store DesignAMM	270/270A	(2/1)
Fashion Industries DynamicsAMM	300	(2)
Design and Merchandising StrategiesAMM	310/310A	(2/1)
Apparel Technical DesignAMM	314/314A	(2/2)
Apparel Importing and ExportingAMM	357	(3)
Textile Specification BuyingAMM	360/360A	(2/2)
Apparel Product AnalysisAMM	380/380L	(2/1)
Apparel ProductionAMM	381/381L	(3/1)
Internship/Career PreparationAMM	441	(1)
InternshipAMM	442	(3)

APPAREL PRODUCTION

Subplan Courses

Apparel Production LaboratoryAMM	180L	(1)
Apparel Product DevelopmentAMM	410/410A	(2/2)
Apparel Pre-ProductionAMM	414/414A	(2/2)
Advanced Apparel ProductionAMM	481/481L	(3/1)
Apparel Product Development SimulationAMM	492/492A	(2/2)

Support Courses

Orientation to College of AgricultureAG	100	(1)
Prod Control/LaboratoryETP	276/L	(3/1)
or Work Analysis and Design/LaboratoryIME	224/L	(3/1)
Personnel ManagementFMA	402	(4)
Industrial Costs and ControlIME	239	(3)
LeadershipMHR	450	(4)
Managerial StatisticsTOM	302	(4)
or Data Management for AgribusinessFMA	375	(4)

The following major support courses should be used to satisfy the indicated GE requirements. If these courses are not used to satisfy GE, the total units to degree may be more than 180 units.

Statistics with Applications (B1)STA	120	(4)
CHM or PHY (B2)			(4)
ART 110, 212, 213, 214, or 216 (C1)			(4)
FLxxx Spanish or Chinese (C3)			(4)
Ag and the Modern World (D2)AG	101	(4)
Ethical Issues in Food, Agricultural, and Apparel Industries (C4 or D4)AG	401	(4)

Restricted Electives (select 0-22 units)

Special Study for Lower Division Students	AMM 200	(1-2)
Special Topics	AMM 299/499	(1-4)
Retail Planning, Allocating and Forecasting	AMM 350	(4)
Special Study for Upper Division Students	AMM 400	(1-2)
Internship	AMM 431	(1-4)
Field Study	AMM 445	(1-8)
Introduction to Microcomputing	CIS 101	(4)
Principles of Economics	EC 201	(4)
or Principles of Economics	EC 202	(4)
Legal Environment of Business Transactions	FRL 201	(4)
Principles of Management	MHR 301	(4)
Training and Development	MHR 405	(4)
Purchasing Management	TOM 434	(4)
Quality Management	TOM 435	(4)

Additional Recommendations for Product Development:

Interpersonal Communication	COM 103	(4)
First-line Management	MHR 313	(4)
History of Costume	TH 481	(4)

Additional Recommendations for Manufacturing:

Applied Quality Management	ETP 300	(3)
or Quality Management	TOM 401	(4)
Foreign Language (Spanish or Chinese)	FL xxx	(4)
Business Logistics	TOM 309	(4)
Supply Chain Management	IBM 439	(4)
Principles of Productivity Engineering	IE 392	(3)
Operations Management	TOM 301	(4)
Production Management	TOM 432	(4)

Note for Apparel Production Students:

Select a sufficient number of courses so that the total from Required Support, Restricted Electives, and GE is at least 110 units.

FASHION RETAILING

Subplan Courses

Retail Planning, Allocating, and Forecasting	AMM 350	(4)
Apparel Supply Chain Management	AMM 451	(3)
Retail Apparel Sourcing	AMM 455/455A(2/1)	
Apparel Wholesale Operations	AMM 471/471A(2/1)	
Apparel Retail Management Strategies	AMM 496/496A(2/2)	

Support Courses

Orientation to College of Agriculture	AG 100	(1)
Principles of Marketing Management	IBM 301	(4)
Business Logistics	TOM 309	(4)
Industrial Costs and Control	IME 239	(3)
or Financial Accounting	ACC 207	(5)
or Accounting for Agribusiness	FMA 324	(4)
Leadership	MHR 450	(4)
Managerial Statistics	TOM 302	(4)
or Data Management for Agribusiness	FMA 375	(4)

The following major support courses should be used to satisfy the indicated GE requirements. If these courses are not used to satisfy GE, the total units to degree may be more than 180 units.

Statistics with Applications (B1)	STA 120	(4)
CHM or PHY (B2)		(4)
ART 110, 212, 213, 214, or 216 (C1)		(4)

FLxxx Spanish or Chinese (C3)		(4)
Ag and the Modern World (D2)	AG 101	(4)
Ethical Issues in Food, Agricultural, and Apparel Industries (C4 or D4)	AG 401	(4)

Restricted Electives (select 0-22 units)

Financial Accounting	ACC 207	(5)
Special Study for Lower Division Students	AMM 200	(1-2)
Special Topics	AMM 299/499	(1-4)
Special Study for Upper Division Students	AMM 400	(1-2)
Elective Internship	AMM 431	(1-8)
Field Study	AMM 445	(1-8)
Introduction to Microcomputing	CIS 101	(4)
Principles of Economics	EC 201	(4)
or Principles of Economics	EC 202	(4)
Foreign Language (Spanish or Chinese)	FL XXX	(4)
Operations Management	TOM 301	(4)

Additional Recommendations for Product and Brand Management:

Marketing Strategy	IBM 302	(4)
Product and Brand Management	IBM 402	(4)
Buyer Behavior	IBM 411	(4)

Additional Recommendations for Store Management/Operations:

Agribusiness Personnel Management	FMA 402	(4)
Legal Environment of Business Transactions	FRL 201	(4)
Professional Selling	IBM 306	(4)
Retail Management	IBM 308	(4)
Retailing Problems	IBM 447	(4)
Multicultural Organizational Behavior	MHR 318	(4)

Note for Fashion Retailing Students:

Select a sufficient number of courses so that the total from Required Support, Restricted Electives, and GE is at least 110 units.

GENERAL EDUCATION REQUIREMENTS

Students should consult the catalog website www.csupomona.edu/~academic/catalog/ for current information regarding this requirement. Unless specific courses are stated under Support Courses, see the list of approved courses under General Education Requirements, Areas A through E.

Area A. Communication and Critical Thinking (12 units)

1. Written Communication
2. Oral Communication
3. Critical Thinking

Area B. Mathematics and Natural Sciences (16 units)

1. Mathematics/Quantitative Reasoning
2. Physical Science
3. Biological Science
4. Science and Technology Synthesis

Area C. Humanities (16 units)

1. Fine and Performing Arts
2. Philosophy and Civilization
3. Literature and Foreign Languages
4. Humanities Synthesis

Area D. Social Sciences (20 units)

1. U.S. History, Constitution, and American Ideals
2. History, Economics, and Political Science
3. Sociology, Anthropology, Ethnic and Gender Studies
4. Social Science Synthesis

Area E. Lifelong Understanding and Self-development (4 units)

FASHION MERCHANDISING MINOR

This interdisciplinary minor is designed for students other than AMM majors who seek additional study in the fashion industry. The minor provides students with a background in both fashion as well as business to better prepare them to seek employment in fashion related fields. The minor in Fashion Merchandising is administered jointly by the Departments of Apparel Merchandising and Management and International Business and Marketing.

The attainment of a minor in Fashion Merchandising is accomplished by appropriate selection, timely scheduling, and satisfactory completion of specifically designated courses and electives totaling a minimum of 35 quarter units as outlined below:

Required Courses

Fashion Industry	AMM	101	(4)
Apparel Design Analysis	AMM	210/210A	(4)
Apparel Importing and Exporting	AMM	357	(3)
Principles of Marketing Management	IBM	301	(4)
Marketing Internship	IBM	441/2	(4)
Select two courses from Group A			(8)
Select two courses from Group B or C			(8)

Group A – Select 2 courses from A

Culture, People and Dress	AMM	108	(4)
Fashion Promotion	AMM	230	(4)
Apparel Product Analysis	AMM	380/380A	(2/1)

Group B – Select 2 courses from B or C

Professional Selling	IBM	306	(4)
Retail Management	IBM	308	(4)
Retailing Problems	IBM	447	(4)

Group C

Principles of Global Business	IBM	300	(4)
International Marketing Management	IBM	414	(4)
International Food and Fiber Marketing	IA/FMA	330	(4)
Strategy in International Marketing	IBM	415	(4)

COURSE DESCRIPTIONS**AMM 101 Fashion Industry (4)**

Introduction to development and scope of the global fashion pipeline: textile and apparel production, design, retail merchandising, marketing, distribution, and promotion. Understanding of apparel business organizations and planning. Introduction to career opportunities. Oral and written reports on current topics relevant to the fashion industry. 4 lectures/problem-solving.

AMM 108 Culture, People, and Dress (4)

Study of the interrelatedness of socio-psychological, economic and political/religious influences on dress in historical perspective. Cross-cultural analysis and interpretation of Western and non-Western clothing behavior through written analysis papers. 4 lectures.

AMM 160 Introduction to Textile Science (3)

Introductory study of the chemical and physical properties of textile fibers, yarns, fabric structures, dyes, and finishes. Criteria for selection and evaluation of textile properties, performance, legislation, and care. 3 lectures/problem-solving.

AMM 180L Apparel Production Lab (1)

Basic clothing construction techniques used in the apparel industry. Appropriate methods for quality construction using knits and wovens. May be taken as credit/no credit or credit by exam. 1 three-hour laboratory.

AMM 200 Special Study for Lower Division Students (1-2)

Basic individual or group investigation, research, studies, surveys and projects of selected problems. Specific topics arranged with supervising professor. Total credit limited to 4 units, with a maximum of 2 units per quarter.

AMM 210/210A Apparel Design Analysis (2/2)

Analysis of apparel designs for formal, expressive, and symbolic qualities. Use of design elements and principles as applied to clothing design and human body forms. Application of a computer-aided illustration program. Written and computer illustration projects. Corequisites: AMM 210/210A. 2 lectures/problem-solving, 2 two-hour activities.

AMM 230 Fashion Promotion (4)

Principles and techniques of advertising and promoting apparel wholesale and retail products. Emphasis placed on promotional mix, trend and forecast research, branding, special events, integrated marketing and communication strategy. Written analysis and presentation. 4 lectures/problem-solving.

AMM 250 Apparel Merchandise Buying (4)

An introduction to and application of merchandise buying principles and procedures. Role of buyer and planner in wholesale and retail management. Analysis of buying organizations, purchasing, inventory control, apparel profitability, and seasonal plans. Use of computer spreadsheets to calculate merchandise mix and assortment plans. Written and computer projects. 4 lectures/problem-solving. Prerequisite: STA 120 and College of Business computer proficiency requirement.

AMM 270/270A Visual Merchandising/Store Design I (2/1)

Understanding of design principles, color theory, space, and lighting in relation to display areas and interior design of stores. Analysis of their use in merchandising of goods and customer appeal. Written and oral projects. Application of a computer graphics program. Concurrent enrollment required. 2 lectures/problem-solving, 1 two-hour activity. Prerequisite AMM 210/210A or equivalent.

AMM 299/299A/299L Special Topics for Lower Division Students (1-4)

Basic group study of a selected topic, the title to be specified in advance. Total credit limited to 8 units, with a maximum of 4 units per quarter. Instruction is by lecture, laboratory, activity, or a combination.

AMM 300 Fashion Industries Dynamics (2)

Detailed investigation of the textile and apparel supply chain with an emphasis on understanding the supply chain architecture, decision points, control points, and choices of organizational structures. In-depth investigation of career opportunities and development of student electronic portfolio. 2 seminar hours.

AMM 310/310A Design and Merchandising Strategies (2/1)

Planning, developing, and presenting apparel product lines. Analysis of goals, merchandising strategies and product line constraints. Interrelationship of fashion information between fashion services, apparel suppliers and consumers to develop apparel products. Application of computer-aided illustration program. Written and oral projects. 2 lectures/problem solving, 1 two-hour activity. Corequisites: AMM 310/310A. Prerequisite: AMM 300.

AMM 314/314A Apparel Technical Design (2/2)

Principles and methods of developing apparel designs. Evaluation of pattern blocks for garment sizing, analysis of desired aesthetics, pattern fit, and construction. Visual and written projects. Concurrent enrollment required. 2 lectures/problem solving, 2-two hour activities. Prerequisite AMM 310/310A

AMM 350 Retail Planning, Allocating and Forecasting (4)

Advanced study of apparel buying processes, strategic positioning, assortment and seasonal plans, and purchase order management for multiple apparel retail tiers. Develop strong analytical skills. Written analysis of competition market share strategy and sales forecasting. Written, computer, and oral analysis projects. 4 lecture-problem solving hours. Prerequisite: AMM 250 or equivalent

AMM 357 Apparel Importing and Exporting (3)

Fundamentals of apparel importing and exporting. Analysis, planning, and implementation strategies for global marketing of apparel. Management practices, laws, and issues facing firms that are involved in the importing and exporting of apparel. Social, economic, and legal differences among major apparel trading country partners. Written and oral reports required. 4 hours lecture/problem solving. Prerequisite AMM 300.

AMM 360/360A Textile Specification Buying (2/2)

Principles and practices in specification buying of textile, trim, and findings products. Performance and appearance testing, labeling and certification requirements. Color approval processes. Sourcing practices and procedures including vendor selection and vendor contracts. Corequisites: AMM 360/360A. 2 lectures/problem-solving, 2 two-hour activities. Prerequisite: AMM 380/380L.

AMM 380/380L Apparel Product Analysis (2/1)

Analysis and comparison of features in ready-to-wear apparel construction that make a difference in quality and price. Use of industrial equipment to analyze construction methods and problems. Creation of specifications/technical packages using CAD and spreadsheet programs. Visual and written projects. Concurrent enrollment required. 3 lectures/problem solving, 1 three-hour laboratory. Prerequisite AMM 300.

AMM 381/381L Apparel Production (3/1)

Introduction to apparel manufacturing from cut order planning through production/contracting. Emphasis on understanding the pre-production process of materials requirement planning, contractor agreements, and compliance. A comparison of cost and methods engineering for the primary production processes for cutting, assembly, and inspection. Corequisites: AMM 381/381L. 3 lectures/problem-solving, 1 three-hour laboratory. Prerequisite: IME 239 or ACC 207 and AMM 360/360A.

AMM 400 Special Study for Upper Division Students (1-2)

Advanced individual or group investigation, research, studies, surveys and projects of selected problems. Specific topics arranged with supervising professor. Total credit limited to 4 units, with a maximum of 2 units per quarter.

AMM 410/410A Apparel Product Development (2/2)

Beginning of capstone experience for senior production students. Development of patterns, prototypes, and samples. Use of CAD technology in development of pattern blocks and first patterns. Application of pattern theory for fit and pattern verification. Application of apparel industry pattern marking and assembly. Evaluation of standard and custom fit. Concurrent enrollment required. 2 hours lecture/problem solving. 2 two-hour activities. Prerequisite: AMM 314/314A.

AMM 414/414A Apparel Pre-production (2/2)

Continuation of capstone experience for senior production students. Comprehend process of problem solving with principles, procedures and practices in developing the AM² apparel line. Use of statistics in quality management for creating AM² apparel product line to meet consumer needs. Develop actual product line from design through prototype creation, and review. Evaluate fit for specific end use. Written, computer, and oral projects. Concurrent enrollment required. 2 lectures/problem-solving, 2 two-hour activities. Prerequisite: AMM 410/410A

AMM 431 Elective Internship (1-8)

AMM 431 units are for elective credit only. New, on-the-job professional experience related to apparel production or fashion retailing. Students must obtain instructor approval of the Internship experience prior to hours worked. One unit of credit is given for each 40 hours of approved internship experience. Written documentation of the internship experience is required.

AMM 441 Internship/Career Preparation (1)

Students must enroll in AMM 441 (1) the quarter prior to the quarter they will work their required Internship hours (AMM 442 for 3 units). This is a scheduled weekly class that includes: resumes, cover letters, portfolios, interviewing techniques, professional etiquette, networking and locating approved Internship site. Completion of electronic portfolio and career exploration activity. 1 hour lecture/problem solving.

AMM 442 Internship (1-4)

Students will enroll in AMM 442 (3) the quarter immediately following AMM 441 (1) and work their required hours (160 hours). New, on-the-job professional experience related to apparel production or fashion retailing. Students must obtain instructor approval of the Internship experience prior to hours worked. Extensive written reports required. Prerequisite: AMM 441.

AMM 445 Field Study (1-8)

Tours of cities such as New York and countries such as England, France, China and Mexico to study the apparel industry. Visits and presentations of historic and present day fashion industries such as museums, design houses, textile mills, manufacturers, publishing companies and retail stores. Units dependent upon length and focus of trip. May be repeated for no more than 8 units. Preference given to AMM majors.

AMM 451 Apparel Supply Chain Management (3)

Beginning of senior retail capstone experience. Supply chain and inventory integrated software systems for the apparel and textile complex. Understanding inventory management of soft goods related to logistics from distribution centers to stores. Understanding of physical and book inventory, retail shrinkage, and charge-backs. Use of computer inventory software program. Written, computer, and oral projects. Concurrent enrollment required. 3 lectures/problem-solving. Prerequisite: AMM 300 and AMM 350.

AMM 455/455A Fashion Retail Analysis (2/1)

Continuing senior retail capstone experience. An analysis of how to source the assortment plan including brand versus private label product selection, working with agents and contractors, financial commitments, risk, and how to work delivery of goods into stores. Write ApparelScapes wholesale orders at MAGIC apparel trade show negotiating product availability, terms, and pricing. Use of computer inventory software program. Written and oral projects. Concurrent enrollment required. 2 lectures/problem-solving, 1 two-hour activity. Prerequisite: AMM 350 and AMM 450.

AMM 471/471A Apparel Wholesale Operations (2/1)

Continuing senior retail student capstone experience focusing on apparel wholesale sales. Understanding the complete apparel wholesale process of order entry, invoicing of purchase orders, customer service, and order management. Calculation of retail discounts and terms. Use of apparel industry computer software program to process orders for ApparelScapes and retail private label products/customers. Written and oral projects. Concurrent enrollment required. 2 lecture-problem solving hours, 1 two-hour activity. Prerequisite: AMM 451.

AMM 481/481L Advanced Apparel Production (3 / 1)

In-depth apparel manufacturing processes of methods engineering, capacity planning, set-up time reduction, equipment investment, scheduling, and quality control. On-site problem solving of apparel manufacturing business practices including literature review, process documentation, and process improvement. Corequisites: AMM 481/481L. 3 lectures, problem solving, 1 three-hour laboratory. Prerequisite: AMM 381/381L.

AMM 492/492A Apparel Product Development Simulation (2/2)

The capstone course in the senior production experience that completes AM² product line in an on-site industry production setting. Creation of AM² technical package, garment construction sequence, production patterns, grading, markers, and send-outs. Analyze prototypes for construction sequence and fabric performance. Creation of grade rules for garment fit and fabric constraints. Synthesize marker systems, marker creation, efficiency, parameters, and material utilization. Supervision of AM² production. Concurrent enrollment required. 2 lectures/problem-solving, 1 three-hour laboratory. Prerequisite: AMM 414/414A.

AMM 496/496A Apparel Retail Management Strategies (2/2)

The capstone course in the senior retail experience. Management strategies related to apparel e-tailing, store and direct operations, retail location and design, internal systems, and displaying merchandise. Employee hiring, managing, training, and legal responsibilities, financial liability and inventory. Field study of various apparel retail structures. Case analysis and discussion of problems in apparel retail store operations. Updating ApparelScapes website and promoting AM² apparel line. 2 lecture-problem solving hours, 2-two hour activities. Written and computer projects. Concurrent enrollment required. Prerequisite: AMM 471/471A.

AMM 499/499A/499L Special Topics for Upper Division Students (1-4)

Advanced group study of a selected topic, the title to be specified in advance. Total credit limited to 8 units, with a maximum of 4 units per quarter. Instruction is by lecture, laboratory, activity, or a combination.