

## IMC 315: Fashion Merchandising

### [Meek School of Journalism & New Media](#)

This course will examine the essential elements of the fashion industry with an emphasis on buying and merchandising. This course will also cover topics such as trends, marketing, and branding.

3 Credits

#### Prerequisites

- Integrated Marketing Communication or Journalism Majors Only

#### Instruction Type(s)

- Lecture: Lecture for IMC 315

#### Subject Areas

- [Communication, General](#)

#### Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

