

# Merchandise Product Development

The Merchandise Product Development Program prepares students for a career in merchandising established fashion brands. The curriculum focuses on planning, developing, and presenting product lines, and on the technical design of individual styles within the line. Students learn to compete successfully in trend analysis, strategic planning, line development, and preproduction planning.

The fundamentals of how to sketch garment designs in proportion to the body are demonstrated by an instructor.



Students use technology in communicating style details to global suppliers and factories.



Flat sketch of dress design and computerized version of same style by Cassie Bassolino.

## Associate of Arts MERCHANDISE PRODUCT DEVELOPMENT

GNST 1040	English Composition	3
GNST 1170	History of Costume	3
GNST 1180	Technology for Business Applications	3
GNST 1230	Color & Design Theory	3
GNST 1440	Textile Science	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 2260	Fabric Identification	3
GNST 2660	Textile Applications & Color Management	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
MFTG 1400	Apparel Process I with Studio	3
MFTG 1900	Apparel Process II	6
MFTG 2850	Computerized Flat Sketching	3
MMKT 1550	Marketing & Brand Development	3
MMKT 2640	International Business	3
MPDV 1500	Product Development Fundamentals	3
MPDV 1800	Fundamentals of Sketching	3
MPDV 2400	Preproduction for Apparel	3
MPDV 2450	Assortment Planning & Purchasing	3
MPDV 2500	Principles for Design Development	3
MPDV 2600	Fit Analysis	3
MPDV 2650	Applied Technology	3
MPDV 2700	Classification & Line Development	3
MPDV 2750	Production & Sourcing Strategies	3
MRCH 1550	The Retail Environment	3
MRCH 1700	Merchandise Math	3
MRCH 1900	Merchandise Trend Analysis	3
	Total Units of Credit	90

## Professional Designation MERCHANDISE PRODUCT DEVELOPMENT

GNST 1440	Textile Science	3
GNST 2260	Fabric Identification	3
GNST 2660	Textile Application & Color Management	3
MFTG 1400	Apparel Process I with Studio	3
MFTG 1900	Apparel Process II	6
MFTG 2850	Computerized Flat Sketching	3
MMKT 1550	Marketing & Brand Development	3
MMKT 2640	International Business	3
MPDV 1500	Product Development Fundamentals	3
MPDV 1800	Fundamentals of Sketching	3
MPDV 2400	Preproduction for Apparel	3
MPDV 2450	Assortment Planning & Purchasing	3
MPDV 2500	Principles for Design Development	3
MPDV 2600	Fit Analysis	3
MPDV 2650	Applied Technology	3
MPDV 2700	Classification & Line Development	3
MPDV 2750	Production & Sourcing Strategies	3
MRCH 1550	The Retail Environment	3
MRCH 1700	Merchandise Math	3
	Total Units of Credit	60



Students develop themes, colors, fabrics, and trims for an existing company in Principles for Design Development class.

