About Patton College

The Gladys W. and David H. Patton College of Education strives to be an equitable, effective, and interactive learning community that makes a difference to education and human development through excellence in teaching, scholarship, and service.

The Gladys W. and David H. Patton College of Education fosters graduates who are CALLED TO LEAD: Change Agents who are Lifelong Learners committed to Embracing Diversity and LEADership.

About Ohio University

Established in 1804, Ohio University is the oldest public institution of higher learning in the state of Ohio and the first in the Northwest Territory. Ohio University is fully accredited by the North Central Association of Colleges and Schools, as well as by a number of professional accrediting agencies.

Together with our five core values of community, citizenship, civility, character, and commitment, this sense of pride defines who we are and helps to clarify the promise of what it means to be a member of the OHIO community.

Contact Info

Retail Merchandising and Fashion Product Development Program
The Patton College of Education
Ohio University
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www.ohio.edu/education/

The Patton College of Education:
www.ohio.edu/education

Department of Human and Consumer Sciences:
www.ohio.edu/education/academic-programs/human-and-consumer-sciences/index.cfm

Financial Aid:
www.ohio.edu/financialaid

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Retail Merchandising and Fashion Product Development Program (RFPD)

Department of Human and Consumer Sciences Undergraduate Program
About the Program:
Students interested in the Retail Merchandising and Fashion Product Development program will enter Ohio University with a pre-major code of ND6380 (Pre-Retail Merchandising). To be admitted into the major, you must complete an application form as well as take the pre-requisite courses. In addition to courses, study tours to NYC and abroad enhance learning and provide valuable networking opportunities.

Extracurricular Activities:
Student organizations include: Fashion Associates, Phi Upsilon Omicron National Honor Society in Family and Consumer Sciences, and Professional Retail Leaders plus attending the National Retail Federation’s (NRF) bi-annual conferences, and much, much more!

Pre-Major Requirements
- ACCT 1010 - Foundations of Accounting
- ECON 1000 - Survey of Economics
- RFPD 2010 - Introduction to Retailing
- PSY 1100 - Introduction to Psychology
- MATH 1200 - College Algebra

One of the Following courses:
- RFPD 1500 - Design and Illustration Techniques
- RFPD 1600 - Color Theory for Visual Merchandising

Major Requirements
- RFPD 1100 - Fashion and Culture
- RFPD 2150 - Elementary Textiles
- RFPD 3830 - Product Development, Evaluation, and Distribution
- RFPD 3890 - Professional Career Search Strategies
- RFPD 3910 - Work Experience in Retail Merchandising and Fashion Product Development
- RFPD 4070 - Global Issues in Textile, Apparel, and Retail Industries
- RFPD 4230 - Retail Merchandising-Promotional Strategy
- RFPD 4300 - Fashion Buying and Assortment Planning
- RFPD 4800 - Strategic Retail Policy
- RFPD 4910 - Internship: Retail Merchandising and Fashion Product Development

Careers Opportunities:
Careers in retail management, buying, product development, merchandising, visual presentation, quality control, and wholesale sales and entrepreneurship are just a few of the career options. Graduates from the program work in major corporations such as The Limited, Inc. (and its divisions), Maurices, J.Crew, The Gap, Kohl’s, Target, Ann Taylor, Macy’s, Nordstrom, Neiman Marcus, and J.C. Penney. Graduates have also secured employment with various design companies and manufacturers including Betsey Johnson and Cejon.

Internships:
As an RFPD student, your internship may be in a buying office at a merchandise mart, in a department store setting, or within the corporate headquarters of a major corporation.