

2021/2022 Catalog

ATM Major Required Courses

- ATM 270 - Digital Presentation Techniques 4
- ATM 280 - Basic Sewing Techniques 3
- ATM 281 - Sociocultural Aspects of Apparel 4
- ATM 301 - Introduction to the Fashion Industry 4
- ATM 310 (379) - ATM Internship Planning 1
- ATM 320 (285) - Buying and Merchandising Math 4
- ATM 340 (389) - Fashion Trend Analysis 3 (Pre-rec ATM 301)
- ATM 350 (251) - Style Principles Body to Store 3 (Pre-rec ATM 270, ATM 301)
- ATM 360 (381) - Fashion Show Production 2
- ATM 410 (452) - History of Fashion 4
- ATM 420 (355) - Consumer Textiles 4 (Pre-rec ATM 301)
- ATM 425 (289) - NW Field Experience in Apparel & Textiles 3
- ATM 460 (353) - Apparel Manufacturing 5 (Pre-recs ATM 280, 301, and 420)
- ATM 470 (489) - Merchandise Buying and Planning 4 (Pre-rec ATM 285, ATM 301, RMT 330)
- ATM 487 - ATM Exit Assessment 1
- ATM 492 - ATM Practicum/Internship 8 (Pre-rec ATM 310)
- HTE 419 - Applied Research and Evaluation 3
- IT 258 - Spreadsheet Applications 3 (Pre-rec CS or IT 101 or IT 202)
- RMT 330 - Principles of Retailing 4
- RMT 350 - Omni Channel Retailing 4 (Pre-rec RMT 330)
- Electives - 12 credits

Total Credits 86

ATM Fashion Marketing Major Required Courses

- ATM 270 - Digital Presentation Techniques 4
- ATM 281 - Sociocultural Aspects of Apparel 4
- ATM 301 - Introduction to the Fashion Industry 4
- ATM 310 (379) - ATM Internship Planning 1
- ATM 340 (389) - Fashion Trend Analysis 3 (Pre-rec ATM 301)
- ATM 420 (355) - Consumer Textiles 4
- ATM 487 - ATM Exit Assessment 1
- ATM 492 - ATM Practicum/Internship 8 (Pre-rec ATM 310)
- ACCT 301 - Accounting Skills for Non-Accounting Majors 5
- COM 201 - Introduction to Mass Communication 5
- COM 208 - Introduction to Public Relations Writing 4
- COM 280 - Advertising Fundamentals 4
- COM 303 - Online and Social Media Strategies 5
- COM 388 - Advertising Planning 4
- IT 248 - Web Fundamentals 3
- IT 312 - Advanced Application of Web Tools 4
- MKT 360 - Principles of Marketing 5
- MKT 364 - Marketing Promotion Management 5
- MKT 376 - Foundations of Digital Marketing 5
- MKT 476 - Advanced Digital Marketing 5
- RMT 330 - Principles of Retailing 4
- RMT 350 - Omni Channel Retailing 4 (Pre-rec RMT 330)

Total Credits 91

ATM Major Elective Options (updated list as of 5/2021)

- ATM 382 (388)-Advanced Fashion Design 3 Can repeat twice
- ATM 482 (488)-Fashion Line Development 3 Can repeat twice
- ADMG 201-Introduction to Business
- ADMG 372-Leadership and Supervision
- ADMG 385- Business Comm. & Report Writing 5
- ART 172-Computer Fundamentals in Art and Design
- COM 226-Introduction to Writing and Reporting for Digital Journalism
- COM 303-Online and Social Media Strategies (COM 226 pre-rec)
- COM 321-Visual Storytelling
- COM 350-Persuasion and Culture
- IT 359-Advanced Spreadsheet Applications (IT 258 pre-rec)
- MGT 200-Tactical Skills for Professionals
- MGT 289-Business Plan Development
- MGT 380-Organizational Management
- MGT 395-Leadership in Business Organizations
- MKT 360-Principles of Marketing
- RMT 340 Principles of Selling 4
- RMT 350-Omni Channel Retailing (pre-rec RMT 330)
- RMT 467 Retail Management 4
- RMT 485 International Retailing 4
- TH 361 Stage Costuming 3
- TH 465 Costume & Fashion Drawing 3

Apparel Design Minor

- ATM 270-Digital Presentation Techniques 4
- ATM 280-Basic Sewing Techniques 3 **OR** TH 261-Costume Technology 3
- ATM 301-Introduction to the Fashion Industry 4
- ATM 380 (398)-Advanced Sewing Techniques 4 **OR** TH 461-Costume Design 4
- ATM 382 (388)-Advanced Fashion Design 3 **OR** TH 361-Stage Costuming 3
- ATM 420 (355)-Consumer Textiles 4
- ATM 482 (488)-Fashion Line Development 3
- TH 140-Introduction to Theatre Design 3
- TH 465-Costume and Fashion Drawing 3

Total 31

ATM Minor

- ATM 270-Digital Presentation Techniques 4
- ATM 281-Sociocultural Aspects of Apparel 4
- ATM 301-Introduction to the Fashion Industry 4
- ATM 340 (389)-Fashion Trend Analysis 3 (Pre-rec ATM 301)
- ATM 360 (381)-Fashion Show Production 2
- ATM 420 (355)-Consumer Textiles 4

Total 21

Suggested Minors to accompany ATM Major

Apparel Design

Advertising

Administrative Management

Art Studio

Business

Communication

Creative Writing

Digital marketing minor

Entrepreneurship

Event Management

Innovation through IT

Lean Six Sigma Greenbelt Certificate

Modern IT Applications

Organizational Communication

Program Development

Project Management

Retail Management and Technology

Supply Chain Management

Web Design and Management

Note the above are also majors that would pair well with the ATM minor