

Textiles and Apparel, Merchandising (BSTA)

The merchandising concentration guides you through a comprehensive understanding of consumer behavior, buying, sourcing, marketing and retailing within the global apparel industry from foundational to advanced levels of expertise in the discipline.

The Division of Textiles and Apparel (TXA) is a science-based interdisciplinary hub providing a dynamic education – setting students up for a breadth of career and academic opportunities. Students in the Division of Textiles and Apparel are able to select from a wide range of innovative courses on campus, in New York City, NY, or Paris, France, or in studios and labs in collaboration with industry partners in the Austin, TX area. TXA students study the art of design, the science of chemistry and physics, and the application of retail principles.

Students complete a major foundation curriculum and then choose from courses which will make up Specializations– with students tracking through introductory, developing, and mastery learning levels of content. Our courses provide hands-on experience reflective of a rapidly evolving field – harnessing the energy of rapidly evolving retail environments, learning from intercultural practices and customs, product development, consumer behavior, apparel and fashion design, computer-aided design, sustainability, and fiber and fabric testing, among other things. Capstone experiences take students to high-profile venues and provide rich educational opportunities. Internships are available to enhance the educational experience and ensure strong career opportunities. Research is being conducted in bio-based fibers and specialized fabrics to address basic human needs of creative textile products.

Total Hours Required: 120

Plan of Study

The Plan of Study is a suggested four-year course sequence to support academic planning and serves as a helpful guide. Currently enrolled students should meet with their academic advisor to tailor their course selections and timelines to their individual goals and circumstances.

Course	Title	Hours
Year 1		
Semester 1		
TXA 305	Textiles	3
SDS 302F	Foundations of Data Analysis (or approved list course)	3
TXA 301C	Introduction to the Fashion Industry	3
CH 301N	Chemistry in Our World I	3
First-Year Signature Course (090)		3
Hours		15
Semester 2		
TXA 314C	Computer-Aided Design for Apparel	3
TXA 316R	Sewn-Product Analysis and Manufacturing	3
Social and Behavioral Sciences (080)		3
CH 302N	Chemistry in Our World II	3
RHE 306	Rhetoric and Writing	3
H E 101P	Professional Development I	1
Hours		16
Year 2		
Semester 1		
TXA 314K	Product Development	3
TXA 319R or TXA 313	Merchandise Presentations in Retail Environments or Aesthetics: Theory and Practice	3
H E 102P	Ethics Across Life	1
TXA 317R	Merchandising Math I	3

U.S. History (060)		3
Humanities (040)		3
Hours		16
Semester 2		
TXA 377R	Merchandising Math II	3
TXA 151	Pre-Internship Seminar	1
Hours chosen from:		3
ANT 301	Biological Anthropology	
ANT 304	Introduction to Archaeological Studies: Prehistoric Archaeology	
ANT 304T	Introduction to Texas Archaeology	
C S 302	Computer Fluency	
C S 303E	Elements of Computers and Programming	
GRG 301C	The Natural Environment	
GRG 301K	Weather and Climate	
GRG 304E	Environmental Science: A Changing World	
NTR 306	Fundamentals of Nutrition	
American and Texas Government (070)		3
U.S. History (060)		3
Free Elective		3
Hours		16
Year 3		
Semester 1		
TXA 331E	Textiles and Apparel in the Global Marketplace	3
TXA 328	Research Methods in Textiles and Apparel	3
Hours chosen from: TXA		3
American and Texas Government (070)		3
Visual and Performing Arts (050)		3
Hours		15
Semester 2		
TXA 356	Internship	3
TXA 376R	Concepts and Innovations in Retailing	3
TXA 361	Consumer Behavior in the Marketplace	3
Hours chosen from: TXA		3
Hours		12
Year 4		
Semester 1		
TXA 379R	Strategic Brand Management	3
H E 103P	Professional Development II	1
Hours chosen from: TXA		3
Free Elective		3
Free Elective		3
Free Elective		3
Hours		16
Semester 2		
Hours chosen from: TXA		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		2
Hours		14
Total Hours		120

Requirements

All requirements are listed below, starting with the most specialized moving to the most general. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy [General Education](#) requirements, including [Core Curriculum](#).

Code	Title	Hours
Concentration		
Hours chosen from:		3
SDS 301	Elementary Statistical Methods	

SDS 302F	Foundations of Data Analysis	
SDS 320E	Elements of Statistics	
SDS 320H	Elements of Statistics: Honors	
EDP 308	Statistical Reasoning and Literacy	
ADV 309R	Introduction to Advertising and Public Relations Research	
M 302	Introduction to Mathematics	
M 305G	Preparation for Calculus	
M 408C	Differential and Integral Calculus	
M 408K	Differential Calculus	
M 408N	Differential Calculus for Science	
M 408Q	Differential and Integral Calculus for Business	
M 408R	Differential and Integral Calculus for the Sciences	
PHL 313	Introductory Symbolic Logic	
P R 309	Introduction to Advertising and Public Relations Research	
PSY 317L	Introduction to Statistics for the Behavioral Sciences	
SOC 317L	Introduction to Social Statistics	
CH 301N	Chemistry in Our World I	3
CH 302N	Chemistry in Our World II	3
Hours chosen from:		3
BIO 311C	Introductory Biology I	
ANT 301	Biological Anthropology	
ANT 304	Introduction to Archaeological Studies: Prehistoric Archaeology	
ANT 304T	Introduction to Texas Archaeology	
C S 302	Computer Fluency	
C S 303E	Elements of Computers and Programming	
ECE 302	Introduction to Electrical Engineering	
GRG 301C	The Natural Environment	
GRG 301K	Weather and Climate	
GRG 304E	Environmental Science: A Changing World	
NTR 306	Fundamentals of Nutrition	
TXA 151	Pre-Internship Seminar	1
TXA 313	Aesthetics: Theory and Practice	3
or TXA 319R	Merchandise Presentations in Retail Environments	
TXA 316R	Sewn-Product Analysis and Manufacturing	3
TXA 317R	Merchandising Math I	3
TXA 328	Research Methods in Textiles and Apparel	3
TXA 361	Consumer Behavior in the Marketplace	3
TXA 376R	Concepts and Innovations in Retailing	3
TXA 377R	Merchandising Math II	3
TXA 379R	Strategic Brand Management	3
Hours chosen from: TXA electives		12
<i>Subtotal</i>		49
Degree (see details below)		24
Free electives: Additional coursework to reach total hours required.		5
<i>Subtotal</i>		29
General Education		
Core Curriculum		42
Foreign Language other than English, Beginning Proficiency		
<i>Subtotal</i>		42
<u>College Requirements - Natural Sciences</u>		

General University Requirements

Total Hours	120
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Degree-Bachelor of Science in Textiles and Apparel (BSTA)

Code	Title	Hours
Degree		
TXA 301C	Introduction to the Fashion Industry	3
TXA 305	Textiles	3
TXA 314K	Product Development	3
TXA 314C	Computer-Aided Design for Apparel	3
TXA 331E	Textiles and Apparel in the Global Marketplace	3
Hours chosen from:		3
TXA 325L	History of Dress and Cultural Change I	
TXA 325M	History of Dress and Cultural Change II	
TXA 361	Consumer Behavior in the Marketplace	
TXA 327C	Social Psychology of Dress and Appearance	
H E 101P	Professional Development I	1
H E 102P	Ethics Across Life	1
H E 103P	Professional Development II	1
TXA 356	Internship	3
Total Hours		24

Additional Requirements

Students earn a grade of at least C- in each mathematics and science course required for the degree, and a grade point average in these courses of at least 2.00. More information about grades and the grade point average is given in the [General Information Catalog](#).

Students must select 36 semester hours of upper-division coursework, 21 of which must be completed in residence at the University.