



WESTERN ILLINOIS UNIVERSITY

Fashion Merchandising

Department of Dietetics, Fashion Merchandising & Hospitality, College of Education & Human Services

Program of Study

The Department of Dietetics, Fashion Merchandising, and Hospitality offers three programs: Dietetics, Fashion Merchandising, and Hotel/Restaurant Management. Students completing the program earn a Bachelor of Science degree in Family and Consumer Sciences. Graduates are prepared for many different careers, including management positions for corporations and retail organizations. The vision of the department is for graduates to be innovative, competent, and critical thinking professionals who provide leadership and service within the workplace in a diverse, ever-changing environment. The mission of the department is to prepare students with the technical, human, and conceptual skills for careers in consumer services.

The Fashion Merchandising program prepares students to be knowledgeable, skilled fashion merchandising managers in a global environment. In the curriculum, students learn apparel buying, visual merchandising, historical costume, and the social and psychological aspects of fashion, as well as the knowledge of textiles in the global marketplace.

Faculty

Each faculty member has specialized education and industry or research experience in his or her area of instruction. Faculty hold membership in local, state, and national organizations and have held leadership roles. They have earned master's and doctoral degrees in their fields of expertise.

Scholarships

The department offers more than \$10,000 in scholarships every year for eligible students in the major, based on grade point average, participation in extracurricular activities, and leadership. Students should contact the academic advisor to find out about scholarship eligibility.

Additional information about scholarships is found on the departmental website (wiu.edu/dfmh), through the University Scholarship Office (309-298-2001), or on the WIU homepage at wiu.edu.Scholarship.

Student Activities

Students have many choices in their selection of departmental organizations. Any student may be selected to join DFMH Ambassadors, a group of students representing the department at University functions, or KONu honorary society, which is open to any student with a minimum of 45 overall semester hours (SH) and a 3.0 GPA at WIU. VAMO, the Visual and Apparel Merchandising Organization, provides experiences such as fundraisers and other activities to bring the students together.

Special Opportunities

Students learn theory and practice with the electronic computer classrooms, visual room, textile laboratory, and costume collection, and benefit from the department field trips, guest speakers, and merchandising projects with local retailers that enhance the curriculum.

Students in this program complete an internship of 240 actual work hours at the end of their coursework. The experiences are supervised and assist students in applying theory and skills in a work setting. Internship sites in the past have been Nordstroms, Marie Claire, Oscar de la Renta, Von Maur, Dillard's, Saks,

HIGHER VALUES IN HIGHER EDUCATION

Neiman Marcus, Target, Limited Corporation, Sephora, Buckle, Macy's, Wet Seal, Betsey Johnson NY, JC Penney, Maurice's, Claire's, Deb Shops, and Old Navy. Study tours to New York have been available in prior years; a fashion tour to Italy is scheduled for 2010.

A Fashion Merchandising minor is also available in this program.

Honors College Admission Requirements

To be eligible for the Centennial Honors College, entering freshmen must have an ACT composite score of at least 28 OR have a 26 or 27 composite ACT and be in the top 15% of their graduating class OR have an ACT composite score of at least 24 and be in the top 10% of their high school graduation class. Transfer students with at least 12 SH and up to 59 SH of undergraduate courses are admitted with a GPA of at least 3.3 or 3.4 for 60 SH or more. To find out more, visit wiu.edu/Honors.

After College

Graduating students may continue their education with a master's degree in fashion, design, or business. Others work their way up the corporate ladder to store manager or owner.

For More Information

Fashion Merchandising is a Gradtrac program. Additional materials about careers in fashion merchandising may be found in the *Occupational Outlook Handbook*, found online at www.bls.gov and on the ADA website (www.eatright.org).



Higher Values in Higher Education

Located in Macomb (population 20,000), with a campus in the Quad Cities (Moline, IL), Western Illinois University offers a caring and supportive learning environment to more than 13,000 students in west-central Illinois. Western students have all the advantages of a large public university—strong faculty, state-of-the-art technology and facilities, and a wide range of academic and extracurricular opportunities—in an atmosphere free from distractions. Western Illinois University is a member of the NCAA and competes at the Division I level, sponsoring 20 intercollegiate sports in a broad-based athletics department. Western's presence in the Quad Cities spans more than 40 years, and that campus offers undergraduate and graduate programs to more than 1,500 students. The core values that are at the heart of the University are academic excellence, educational opportunity, personal growth, and social responsibility.

Western's GradTrac and Cost programs guarantee that students can achieve their degrees within four years while paying a fixed rate for tuition, fees, room, and board.

Western Illinois University is an Affirmative Action and Equal Opportunity employer with a strong commitment to diversity. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people, including, but not limited to, minorities, women, and individuals with disabilities. WIU has a non-discrimination policy that includes sex, race, color, sexual orientation, gender identity and gender expression, religion, age, marital status, national origin, disability, and veteran status.

Campus Visits

The Admissions Reception Center (Sherman Hall 115) is open most weekdays from 8:00 AM to 4:30 PM when the University is in session. Group information sessions are available at 10:00 AM and 1:00 PM, and campus tours are conducted at 11:00 AM and 2:00 PM daily. Individual appointments with an admissions counselor, advisers/faculty, or a financial aid adviser may be arranged during the week. The Admissions Reception Center is open from 9:30 AM to 1:00 PM most Saturdays when the University is in session. A group information session is available at 10:00 AM, and a campus tour is conducted at 11:00 AM. An individual appointment with an admissions counselor may be arranged. You may schedule your visit or tour online at admissions.wiu.edu by selecting "Visit Campus." You may also schedule a visit, tour, or individual appointment by calling toll free (877) PICKWIU [742-5948] or (309) 298-3157, or by e-mailing admissions@wiu.edu.

wiu.edu/dfmh

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