

CERTIFICATE IN DIGITAL MERCHANDISING

TEXTILE AND APPAREL MANAGEMENT

The Certificate in Digital Merchandising prepares undergraduate students for careers in the rapidly growing and dynamic field of digital merchandising. Students who finish the 18 credit-hour curriculum will receive the Certificate in Digital Merchandising upon completion of their Bachelor's Degree.

The certificate in Digital Merchandising will prepare students for positions where an understanding of apparel merchandising, marketing and consumer data analytics in an online environment including:

- Digital Merchandiser
- Ecommerce Merchandise Buyer
- E-mail Marketing Manager
- Online Visual Merchandiser
- Digital Merchandising Content Specialist
- Ecommerce Planner/Allocator
- Digital and Social Media Specialist
- Usability and A/B Testing Specialist

Students who wish to complete this certificate should declare the certificate by completing the form at https://missouri.qualtrics.com/jfe/form/SV_blieXPZ1v3WIER. At least 15 of the 18 total credit hours must be taken in residence at the University of Missouri. Prerequisites for all courses must be met, or the student must have the permission of the instructor. Below are the required credits.

TAM 2100 Introduction to Digital Presentation Techniques

This class explores Adobe Creative Suite as a tool for presentation techniques, and Excel for merchandising applications, within the field of fashion merchandising and design.

TAM 2300 Retail Finance and Merchandise Control

Emphasizes assortment and financial planning utilizing computer applications in the retail environment.

TAM 3700 Omnichannel Retailing in the Digital World

Assessing the integration of various retail channels and developing omnichannel strategies.

TAM 4000 Digital Marketing Strategies for Fashion

This course develops an understanding of digital marketing strategies and provides executional considerations when fashion companies perform marketing plans within digital channels. Students will utilize analytical and critical thinking skills as they apply the latest technologies to develop integrated marketing strategies across various digital platforms.

TAM 4400 The Clothing/Textile Consumer: Data Analytics

Analyzes the effects of economic, social and marketing factors on the consumption process in the age of big data.

TAM 4600 Digital Merchandising

A comprehensive overview of the quickly evolving world of digital merchandising across all electronic channels, with an emphasis on textiles and apparel. Students will explore the architecture and functionality of websites, mobile apps, and social media, and the successful techniques being utilized to optimize sales and profits.

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