

# Retail Merchandising

*At Rochester Community and Technical College is offering . . .*

## *Intro to Retail Merchandising*

**RMDS 1110 ■ 3 Credits ■ Fall Semester**  
**M, W, F ■ 9:00 a.m. to 9:50 a.m.**

Explore the structure, operation and problems of the domestic and foreign apparel industry including ready-to-wear, couture and the auxiliary fashion sector. Analyze interrelationships with the textile industries and distributors. Correlations will be made to the interior design industry and related careers will be examined.

### ***DO YOU WANT TO . . .***



- Acquire a basic understanding of the business of fashion
- Analyze the economic, sociological and psychological factors importantly affecting contemporary fashions
- Review the historical development of the apparel industry
- Study the history and development of the various segments of the apparel industry and to examine the unique and complete interdependency of these segments
- Acquaint yourself with the various types of retail distribution of fashion goods and the nature of their basic merchandising activities and policies
- Examine the position of imports and exports in the retail industry



**ENROLL TODAY!!**

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Retail Merchandising Department  
**VISIT OUR WEB SITE AT:**  
[www.rctc.edu/program/rmds](http://www.rctc.edu/program/rmds)

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