COURSE DETAIL

FASHION BUYING & MERCHANDISING
Country United Kingdom - England
Host Institution University of Manchester
Program(s) University of Manchester
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 149
UCEAP Course Suffix
UCEAP Official Title FASHION BUYING & MERCHANDISING
UCEAP Transcript Title FASHION BUYING
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description
This course identifies the characteristics of the fashion buyer and merchandiser within the retail environment. Students learn about the day to day activities within the roles of buying and merchandising, while applying knowledge of the process of buying from concept to consumer.

Language(s) of Instruction
English

Host Institution Course Number
MATS20422

Host Institution Course Title
FASHION BUYING

Host Institution Course Details
http://www.materials.manchester.ac.uk/study/undergraduate/information-for-curre...

Host Institution Campus
University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Materials

Course Last Reviewed
2018-2019

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