Apparel Merchandising and Product Development (AMPD)

UARC Study Abroad Program

**Purpose**

The Bumpers College International Programs’ mission is to “provide structured international experiences that enhance the marketability of students for career and academic opportunities.” The proposed study abroad program at the University of Arkansas Rome Center provides an intensive experiential learning opportunity that is structured to enhance students’ marketability in two ways.

**First,** the students will be utilizing and refining their experiences from the classroom at the University of Arkansas to a global setting. Students will have the opportunity to experience classroom instruction at the University of Arkansas Rome Campus. This experience is valuable for students who will one day work with global companies in a professional environment. Experiencing the Italian culture and customs firsthand will make a lasting impression on those who participate in this study abroad program.

**Second**, the experience of having practiced (and further developed) their education in and across cultures, including language barriers, will add considerable depth to the students’ range of professional skills and experiences. This unique study abroad experience will enhance students’ level of competitiveness in their professional job market upon graduation, setting them apart from their peers.

**Significance and Objectives**

Students will have the opportunity to develop and/or broaden their international knowledge of the apparel industry by participating in a semester long study abroad program. This program will be offered in the Fall semesters at the Rome Center in Rome, Italy. Apparel Merchandising and Product Development curriculum will provide an on-site study of apparel courses focusing on trend forecasting, styling, fashion illustration, fashion design and pattern development (draping) or elective. The 18-credit hour program will complete a minor in AMPD Global Experiences. Courses include:

Required Course Prior to Departure: COMM 2323 Interpersonal Communication1

Required 12 hours of AMPD courses from the following:

* AMPD 3203 Fashion Styling-UARC
* AMPD 3213 Trend Forecasting-UARC
* AMPD 4213 Fashion Illustration-UARC
* AMPD 4223 Design Concepts-UARC
* AMPD 4233 Fashion Design-UARC
* AMPD 4243 Pattern Development II -UARC2

Rome Center Elective3

* WLLC 398V Special Topics: To Rome with love: Language, Food, Art and Culture in Italy
* ITAL 1003 Elementary Italian I
* ITAL 1013 Elementary Italian II (if 1003 is taken prior)
* MKTG 3433 Introduction to Marketing
* FINN 2043 Principles of Finance
* FINN 3003 Personal Financial Management
* WCOB 330V Walton College Study Abroad (Must choose “The Business of Art in Rome” special topic for three {3} hours)
* INST 2813 Introduction to International Relations and Global Studies

1Must be completed at UA-Fayetteville before study abroad at the Rome Center

2For students who have completed AMPD 2073 Flat Pattern Drafting or AMPD 3003 Apparel Production prior to or UARC Elective Course

3Course taken at the Rome Center

*Learning outcomes of the Italy study abroad program is to:*

1. To gain a deeper knowledge and understanding of international cultures in the apparel industry.
2. To engage in the academic process with local and international instructors through coursework, and workshops.
3. To develop an understanding of different perspectives of the Italian fashion market through on-site instructors.
4. To create visual projects through the Italian experience and cultural influence.
5. To examine and understand the cultural, social, and environmental drivers and their impact on the global fashion industry.
6. To identify trends in design and fashion production, wholesaling, and retail marketing through the lens of the Italian apparel industry.

**Activities**

The AMPD study abroad program is planned to commence in Fall 2023. Students will travel to Rome, Italy prior to the beginning of the Fall semester. Housing arrangements will be made through the UARC. Travel arrangements will be made by the participating students. Students may participate in extracurricular travel during the out of class time some of which may be organized by UARC staff, and some may be on own.

**Funding**

Funding for the AMPD study abroad program can be applied for through the Honors College (if student is honors eligible and completed 6 honors credits) and/or through the Bumper’s College International Programs Office.

**AMPD Faculty Program Facilitator**

**Dr. Laurie M. Apple**

Dr. Apple is an Associate Professor of Apparel Merchandising and Product Development (AMPD) in her twenty-second year at the University of Arkansas. She teaches in the product development area of the program. She has co developed and taught study tour courses for the past 25 years and led study tours both domestically (New York, Los Angeles, San Francisco, Chicago, and Minneapolis) and internationally (England, France and Italy). Before UA, Dr. Apple co-taught the study tour trips at Southwest Texas State University (now Texas State). Dr. Apple has written a Study Tour Handbook for the AMPD Program. She has established industry relationships through involvement in Walmart Technical Collaboration Board (industry), INTERFORM (NWA fashion community) board, AMPD advisory board (academic), International Textile and Apparel Association Committees (academic/industry), and AMPD Alumni connections. Involvement in the above entities has led to experiential class projects and industry appointments during study tours that have engaged students in the design and production process of the apparel industry.