

Department of Apparel Merchandising & Management

Footwear Design and Merchandising Minor: 24 units

The courses in the Footwear Design and Merchandising Minor is designed for students seeking careers in the footwear and accessories sector. The program provides a strong technical foundation in product design, and the product development and manufacturing processes. It embraces emerging technologies such as 3D scanning and printing. The attainment of the minor in Footwear Design and Merchandising is accomplished by appropriate selection, timely scheduling and satisfactory completion of specifically designated courses and electives. For electives, students can choose to focus on fashion marketing, fashion retailing and ecommerce , or international supply chain and retail management.

The Footwear Design and Merchandising Minor is designed to provide a strong background with supporting course work in social sciences, humanities, and STEM. A minor in Footwear Design and Merchandising offers students diversity in their educational program while preparing them for employment or additional educational endeavors involving footwear. A minor in Footwear Design and Merchandising can accompany any major offered at Cal Poly Pomona.

The footwear industry in the United States is one of the largest industries in the nation that continues to grow with fashion trends and e-commerce. Trends such as athleisure, which incorporates sports footwear with innovative design has significantly contributed to the footwear industry's growth in the past decade. The U.S. footwear market is estimated at about \$105.8 billion with a global market share of 27%. In the U.S. alone, the footwear industry provides employment to 213,433 people with 921 shoe manufacturing businesses in operation. The footwear industry is a primary reason for growth in the U.S. leather industry and accounts for 33% of gross profits. While footwear manufacturing is highly concentrated in Texas, Wisconsin, and Maine, California holds a large market share of the total U.S. footwear industry, with a revenue estimated at about \$55 billion. California's largest and most successful company in footwear manufacturing is Vans, located in Southern California.



***Minor Required courses
(18 units)***



AMM 1010	Introduction to Fashion Studies and Careers (3)
AMM 1120	Digital Illustration for Fashion (1)
AMM 1120L	Digital Illustration for Fashion Laboratory (2)
AMM 2605	Footwear and Accessories Materials (2)
AMM 2605L	Footwear and Accessories Materials Laboratory (1)
AMM 3145A	Footwear Technical Design Activity (3)
AMM 3815	Footwear Manufacturing (2)
AMM 3815L	Footwear Manufacturing Laboratory (1)
AMM 4145A	Footwear Product Development Activity (3)

Minor Elective courses (6 units)

Emphasis A: Fashion Marketing

AMM 2300	Integrated Fashion Communication (3)
AMM 3300	Apparel Brand Development (3)

Emphasis B: Fashion Retailing and Ecommerce

AMM 2200	Introduction to Fashion Retailing (3)
AMM 3750	Digital Commerce for Fashion Business (3)

Emphasis C: International Supply Chain and Retail Management

AMM 4530	Fashion Supply Chain Management (3)
AMM 4960	International Fashion Retailing (3)