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marketing

# fashion marketing

There is no business more fascinating than that of fashion marketing. It affords the opportunity to utilize creative abilities while developing as a business executive. Within this fast moving, exciting field, you will find a variety of professional options including specialization in Buying, Display, Advertising, Sales Promotion and Fashion Coordination in the creative end or Store Management, Personnel, Operations and Finance in the managerial areas.

There are almost two million retail establishments in the United States, while 42 percent of all businesses are retail firms. A graduate of the Fashion Marketing program at The Lindenwood Colleges will have career opportunities as wide-ranging as the field!

Our Fashion Marketing program is the kind of preparation that is invaluable for those interested in retailing, since it combines classroom experience with an on the job work-study program. Courses will be taught by experts in fashion and retailing, drawing from the entire metropolitan St. Louis community for the faculty.

If you are intrigued by the career possibilities in the retail world, we encourage you to contact us at Lindenwood for a personal interview regarding the program. We welcome your inquiries and the opportunity to meet with you personally.



Katy Kadar Hill  
Director  
Fashion Marketing

# the lindenwood colleges

Enter the fascinating world of Fashion Buying and Merchandising. A new dimension of study at The Lindenwood Colleges offers you the challenge to prepare for careers with retail and wholesale organizations in:

- buying
- merchandising
- fashion coordinator
- advertising
- publicity
- store management
- sales
- visual merchandising

Add to your classroom experience the exciting world of fashion in:

- New York
- Los Angeles
- London
- Paris

Prepare a good foundation for entry-level positions in:

- retail organizations
- wholesale organizations
- A student may choose one of three ways to complete the Fashion Marketing program:
  1. as a candidate for a two-year Associate in Science Degree in Fashion Marketing
  2. as a candidate for a Bachelor of Science Degree in Business Administration (dual major in Business Administration & Fashion Marketing)
  3. as a candidate for a certificate in Fashion Marketing (a program designed for those who already have received an undergraduate degree)
- All courses completed for the Associate in Science Degree may be applied to the Bachelor's Degree in Business Administration.
- Beginning with the Fall — 1982 — semester, we will be offering a dual major in Fashion Art and Fashion Marketing — leading to a B.A. or B.S. Degree.

# industry internship

The educational experience in Fashion Buying and Merchandising combines a liberal arts program with fashion merchandising and business. Students acquire a broad educational experience and learn to adjust professionally in business and society.

Professional growth is gained through business courses designed to develop an ability to make flexible and creative decisions in a variety of business situations.

Students in Fashion Buying and Merchandising work closely with qualified professionals from major retailing centers in St. Louis.

A key element of the program is an **industry internship**. Lindenwood is associated with some of the country's largest retailers and students are exposed to all phases of merchandising during their work-study experience.

Learn . . .

- How to evaluate consumer buying
- How to speculate fashion trends
- How to market fashion
- How to create promotional campaigns

The internship permits students to explore career opportunities and gain practical experience by applying, first hand, the skills that have been developed in the classroom.

The January term at Lindenwood provides an opportunity for concentrated study and experience in merchandising. Students are encouraged to take advantage of faculty-sponsored tours to study merchandising in fashion centers of the world.



# faculty

The fashion marketing faculty have differing academic and professional backgrounds. Their cumulative experiences provide students with an unusual resource from which to draw in studying the various phases of merchandising. Guest lecturers from major department stores, specialty stores and manufacturing companies provide opportunities for students to meet and interact with active professionals and experts in retail buying and merchandising organizations.

# professional staff

## **KATY KADAR HILL**

Director, Fashion Marketing Institute. Assistant professor of Business.

B.A. — University of Colorado at Denver.

Related industry experience: Director of Management and Staff Training, Bloomingdale's N.Y., NY; Buyer, J.W. Robinson, The Broadway, Los Angeles, California; Market Representative, Associated Dry Goods, Associated Merchandising Corporation, NY. Regional Director, St. Louis—The Fashion Group, Inc. Member — American Society for Training and Development.

## **JOE ANCONA**

Undergraduate Degree in Business — Washington University

M.B.A. — St. Louis University

Related industry experience: Thirty years experience in the telecommunications field — management assignments, training organization, special projects, etc.

Instructor: Webster College and Forest Park College of St. Louis. Member, - American Society for Training and Development.

## **ZOE ANNIS**

M.S. — Kansas State University

B.S. — Southwest Missouri State, Springfield, MO.

Related industry experience: Conservator, Textiles, St. Louis Art Museum

Recipient: Professional Internship: Abeg Foundation, Bern, Switzerland, Summer, 1981.

## LYNN MOORE

B.A. — Northwestern University

Related industry experience: Assistant Director, Employee Benefits and Services; Training Coordinator, Executive Development; Training Coordinator, Sales and Sales Support Training; Buyer, Stix, Baer & Fuller, St. Louis, MO.

Instructor: Hickey School of St. Louis, MO — Department of Fashion Merchandising.

## LAURA RECK

B.A. — Valparaiso University

Additional Hours for Teaching Certification — University of Missouri, St. Louis

Related industry experience: Manager, Sales and Sales Support Training, Personnel Manager, Manager Executive Development, Famous-Barr, St. Louis, MO.

Member:— St. Louis Agency for Training and Development Advisory Council

Member:—American Society for Training and Development

## MARJORIE SCHAFER

B.A. — Ohio State

Related industry experience: Buyer, Famous-Barr, St. Louis, MO; Rike's, Dayton, Ohio; Shillito's, Cincinnati, Ohio.

FOR FURTHER INFORMATION, CONTACT:

**Director of Admissions**

**The Lindenwood Colleges**

**St. Charles, MO 63301**

**314-946-6912 or 1-800-325-8429 (outside Missouri)**

Lindenwood is . . .

- a cluster of co-educational colleges
- located in St. Charles, Missouri, a short distance from St. Louis on Interstate 70
- a beautiful campus with stately old trees, green lawns, ivy-covered buildings
- an accredited college
- a growing, changing college, meeting the needs of the student



**Heritage  
Of  
Excellence**

**Founded  
1827**

Lindenwood is an equal opportunity and affirmative action employer and educational institution.