

BS Fashion Marketing & Merchandising (Fall 2019)

Minimum 120 credits required for Bachelor's degree

Foundational Core (30-32 Credits)		Grade
FYXX 125 ¹	First Year Seminar	
CTL 125	Critical Thinking	
MA _____	Foundational Core Math (106, 109 or 110)	
Choose 1 course from each area *		
² Natural/Physical Science		
Literature		
History	HI-100 or HI-102	
Arts/Design/Comm.		
Philosophy		
Theology/Relig		
Social/Behavioral Science		

CIT 201	CIT Seminar I	
CIT 202	CIT Seminar II	

Liberal Arts Explorations (9 Credits Total)

Humanistic Inquiry (3 credits)	
Social and Global Awareness (3 credits)	
Scientific Literacy (3 credits)	
* See list of courses.	

Approved Study Abroad courses may be used to satisfy requirements for the foundational core or a Liberal Arts Exploration

A maximum of 8 Applied Music credits may be applied towards graduation

NOTES:
 EC 202 may count in Social/Behavioral Science
 EC 293 may count in Social and Global Awareness
 "C" or better required for all business core, major & supporting courses

Required Curriculum for Degree in Major

Freshman Business Foundation		Grade
BU121	Introduction to Business	

Business Core (24 Credits)		Grade
AC 221 ¹	Financial Accounting and Reporting	
AC 222 ¹	Managerial Accounting and Control	
FN 215 ¹	Financial Management	
MGT 101 ¹	Organizational Management	
MGT 231 ¹	Legal and Ethical Responsibilities in Business	
MGT 375 ¹	Operations Management	
MGT 401 ¹	Business Strategy	
MK 201 ¹	Principles of Marketing	

Other Courses in Major (27 Credits)		Grade
FMM 211	Material Culture in History	
FMM 240	Fashion Marketing	
FMM 345	Fashion Buying	
FMM 350	Fashion Brand Marketing	
FMM 360	Marketing Integration: Textiles & Fashion	
FMM-Elec	Fashion Marketing Elective#	
FMM-Elec	Fashion Marketing Elective#	
FMM 392	Internship in Fashion Marketing & Merchandising	
CHOOSE ONE COURSE		
MK 310	Retailing & Merchandising	
MK 335	Digital Marketing	

Required Supporting Courses		Grade
EC 202 ¹	Principles of Micro Economics	
EC 203 ¹	Principles of Macro Economics	
MA 131 ¹	Elementary Statistics	

Free Electives		Grade
	Free Elective	
	Free Elective	
	Free Elective	

#Fashion Marketing Electives (rotating) - must take 2 in major		Grade
FMM 311	Fashion Design for Marketing Management	
FMM 411	Senior Fashion Seminar	
FMM 299	Special Topics: Fashion Marketing & Merchandising	

SACRED HEART UNIVERSITY
Jack Welch College of Business

Fashion Marketing & Merchandising Major (Fall 2019 & Later)

SUGGESTED FOUR YEAR SEQUENCE OF STUDY:

YEAR 1	SEMESTER I	YEAR 1	SEMESTER 2
FYXX 125 or CTL-125	First Year Seminar OR Critical Thinking	FYXX 125 or CTL-125	First Year Seminar OR Critical Thinking
BU121 or MGT101	Introduction to Business OR Organization Management	BU121 or MGT101	Introduction to Business OR Organization Management
MA 106, 109 or MA 110 ¹	Algebra, Math for Decision Making or Calculus for Decision Making	Literature or History	Elective from Foundational Core
Literature or History	Elective from Foundational Core	Philosophy or Religion	Elective from Foundational Core
Philosophy or Religion	Elective from Foundational Core	FMM 211 or N Material Culture in History or Principles of Marketing	

YEAR 2	SEMESTER 3	YEAR 2	SEMESTER 4
FMM 240	Fashion Marketing	AC 221	Financial Accounting & Reporting
MK 201 or FMM 211	Principles of Marketing or Material Culture in History	MK 310 or MK Retailing & Merchandising or Digital Marketing	
CIT 201	Great Books in CIT	Humanities or Natural Science	Elective from LAE Core
Humanities or Natural Science	Elective from LAE Core	EC 202	Principles of Microeconomics
MA 131	Elementary Statistics	CIT 202	Great Books in CIT

YEAR 3	SEMESTER 5	YEAR 3	SEMESTER 6
FMM 350	Fashion Brand Marketing	FMM 360	Marketing Integration: Textiles & Fashion
FMM 345	Fashion Buying	FMM 392	Internship
EC 203	Principles of Macroeconomics	MGT 375	Operations & Supply Chain Management
Fine Arts/Comm	Elective from Foundational Core	FN 215	Financial Management
AC 222	Managerial Accounting & Control		

YEAR 4	SEMESTER 7	YEAR 4	SEMESTER 8
FMM Elec	Fashion Marketing Elective	FMM Elec	Fashion Marketing Elective
MK 310 or MK 333	Retailing & Merchandising OR Digital Marketing	Free Electives	
MGT 231	Legal and Ethical Responsibility in Business		
MGT 401	Business Strategy		