

## Bachelor of Science in Fashion Marketing & Merchandising (Fall 2020 & Later)

### Minimum 120 credits required for Bachelor's degree

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

### Human Journey Seminars: Great Books in CIT (6 Credits)

CIT 201	CIT Seminar I	
CIT 202	CIT Seminar II	

### Liberal Arts Explorations (LAE) (9 Credits Total)

Student must complete one course in each area. (see list on Registrar's Website - checksheets)		
Humanistic Inquiry** (3 credits)		
Social and Global Awareness (3 credits)		
Scientific Literacy (3 credits)		

\* See list of available courses on Student Planning & Advising (SPA)

\*\* HI-227: The History of American Capitalism is recommended

<sup>1</sup>(Requires Grade C or higher)

<sup>2</sup>Science/Natural Science courses includes approved Math and Computer Science courses. Students are required to take at least one course in Biology, Chemistry, or Physics in the Foundational or Liberal Arts Exploration Core. CS and MA courses may be used as a Science/Natural Science in either the Foundational Core or as a requirement in the LAE Core but not in both categories.

<sup>3</sup> Students must contact the FMM Internship Coordinator no later than the end of Fall of Junior Year. All internships must be pre-approved in order to receive credit.

Note: ESL courses **will not** count towards the 120 credit graduation requirement.

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

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

Free electives are used to get to 120 credits only after all major requirements are fulfilled, and the credit total is still below 120.

### Checksheet Key

T	Course transferred and Requirement satisfied
W	Requirement waived
TW	Course transferred and Requirement waived

### Required Curriculum for Degree in Major

Business Core <sup>1</sup> (24 Credits)		Grade
MGT-101	Organization Management	
MK-201	Principles of Marketing	
AC-221	Financial Accounting & Reporting	
AC-222	Managerial Accounting & Control	
FN-215	Financial Management	
MGT-231	Legal and Ethical Responsibility in Business	
MGT-375	Operations & Supply Chain Management	
MGT-401	Strategic Management	

### Internship Requirements (3 Credits)

BU-296	Career Development & Readiness	
FMM-392	Fashion Marketing & Merchandising Internship <sup>1,3</sup>	

### Fashion Marketing & Merchandising Major Major Courses<sup>1</sup> (24 Credits)

FMM-211	Material Culture in History	
FMM-240	Fashion Marketing	
FMM-345	Fashion Buying	
FMM-350	Fashion Brand Marketing	
FMM-360	Marketing Integration: Textiles and Fashion	
MK 310	Retailing & Merchandising	
	OR	
MK 335	Digital Advertising	
	Fashion Marketing & Merchandising Elective	
	Fashion Marketing & Merchandising Elective	

### Free Electives (24 Credits)


### Required Supporting Courses<sup>1,4</sup>

	Grade
MA 106/109/110	Foundational Core Math course
MA 131	Elementary Statistics
EC 202	Principles of Microeconomics
EC 203	Principles of Macroeconomics

<sup>4</sup> All required supporting courses may count in the university core



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### SUGGESTED FOUR YEAR SEQUENCE OF STUDY

YEAR 1 - SEMESTER 1		Students interested in the Fashion Marketing & Merchandising Major are encouraged to declare their major in their Freshman Year.	YEAR 1 - SEMESTER 2	
First Year Seminar (FYWS-125) or Critical Thinking (CTL-125)			First Year Seminar (FYWS-125) or Critical Thinking (CTL-125)	
Organization Management (MGT-101) or Foundational Core			Organization Management (MGT-101) or Foundational Core	
Foundational Math (MA-106, MA-109 or MA-110)			Elementary Statistics (MA-131)	
Foundational Core			Material Culture in History (FMM-211) or Principles of Marketing (MK-201)	
Foundational Core			Foundational Core	
YEAR 2 - SEMESTER 1		Career Development & Readiness (BU-296) must be taken in the Sophomore Year in one of the four AHEAD sessions. It is a required 0 credit course.	YEAR 2 - SEMESTER 2	
CIT Seminar I (CIT-201)			CIT Seminar II (CIT-202)	
Principle of Microeconomics (EC-202)			Principle of Macroeconomics (EC-203)	
Financial Accounting & Reporting (AC-221)			Managerial Accounting & Control (AC-222)	
Fashion Marketing (FMM-240)			Financial Management (FN-215)	
Material Culture in History (FMM-211) or Principles of Marketing (MK-201)			Retailing & Merchandising (MK-310) or Digital Marketing (MK-335)	
YEAR 3 - SEMESTER 1		Students must contact the Fashion Marketing & Merchandising Internship Coordinator by the end of their Junior Year in order to receive credit.	YEAR 3 - SEMESTER 2	
Fashion Buying (FMM-345)			Marketing Integration: Textiles & Fashion (FMM-360)	
Fashion Brand Marketing (FMM-350)			Legal and Ethical Responsibility in Business (MGT-231)	
Foundational Core			Fashion Marketing & Merchandising Elective	
Foundational Core or Liberal Arts Exploration			Foundational Core or Liberal Arts Exploration	
Elective			Elective	
YEAR 4 - SEMESTER 1			YEAR 4 - SEMESTER 2	
Fashion Marketing & Merchandising Internship (FMM-392)			Fashion Marketing & Merchandising Elective	
Fashion Marketing & Merchandising Elective			Strategic Management (MGT-401)	
Operations & Supply Chain Management (MGT-375)			Elective	
Elective			Elective	
Elective			Elective	

***Fashion Marketing & Merchandising Major requires 21 free electives to fulfill the 120 credit graduation requirement. Students are encouraged to pursue a double major.***