

Bachelor of Science in Fashion Marketing & Merchandising (Fall 2024 & Later)

Minimum 120 credits required for Bachelor's degree

Foundational Core (27-29 Credits) Grade

FYWS-125 ¹	First Year Seminar	
MA _____	Foundational Core Math course	
Choose 1 course from each area *		
² Natural/Physical Science		
Literature		
History	HI-100, HI-102 or HI-110	
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) (12 Credits Total)

Student must complete 4 courses from at least 2 different subjects and 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)		
LAE in any area (3 credits)		

* See list of courses.

¹ (Requires Grade C or higher)

² 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.

Note: MA 006 and ESL courses **will not** count towards the 120 credit graduation requirement. 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

³ Students must contact the major internship coordinator

⁴ All supporting courses count in the university core

Required Curriculum for Degree in Major

Business Core¹ (24 credits) Grade

MGT 101	Organization Management	
AC 221	Financial Accounting & Reporting	
AC 222	Managerial Accounting & Control	
FN 215	Financial Management	
MK 201	Principles of Marketing	
MGT 231	Legal and Ethical Responsibility in Business	
MGT 401	Strategic Management	
Choose One of the Following		
MGT 375	Operations & Sustainable Supply Chain Mgmt	
OR		
BUAN 210	Introduction to Data Based Decision-Making	
Internship Requirements (3 credits)		
BU 296	Career Development & Readiness (0 Credits)	
FMM 392	Fashion internship	

Fashion Marketing & Merchandising (24 Credits)		
FMM 240	Fashion Marketing	
FMM 345	Fashion Buying	
FMM 350	Fashion Brand Marketing	
FMM 360	Marketing Integration: Textiles & Fashion	
MK 310	Retailing & Merchandising	
	or	
MK 335	Digital Advertising	
FMM 411	Senior Capstone	
	Fashion Marketing & Merchandising Elective	
	Fashion Marketing & Merchandising Elective	

Required Supporting Courses^{1, 4} Grade

MA106, or MA109, or MA110		
MA 131	Elementary Statistics	
EC 202	Principles of Microeconomics	
EC 203	Principles of Macroeconomics	

General Electives (number of credits vary) Grade

Checksheets Key

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