

Bachelor of Science in Fashion Marketing & Merchandising (Fall 2022 & Later)

Minimum 120 credits required for Bachelor's degree

Foundational Core (30-32 Credits)		Grade
FYWS-125 ¹	First Year Seminar	
CTL 125	Critical Thinking	
MA _____	Foundational Core Math course	
Choose 1 course from each area *		
Natural/Physical Science ²		
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) (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

¹(Requires Grade C or higher)

²Science/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.

³ 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 ¹ (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 ^{1,3}	

Fashion Marketing & Merchandising Major Courses¹ (24 Credits)

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	
FMM 411	Senior Capstone	
	Fashion Marketing & Merchandising Elective	
	Fashion Marketing & Merchandising Elective	

Free Electives

FMM-211	Material Culture in History	
FMM-311	Fashion Design for Marketing Management	
FMM-371	Fashion Innovation	
FMM-372	Global Luxury Retailing	

Required Supporting Courses^{1,4}

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

⁴ All required supporting courses may count in the university core

Minor: Fashion Marketing & Merchandising^{1,4} (15 Credits)

FMM-211	Material Culture & History	
FMM-240	Fashion Marketing	
MK-310	Retailing and Merchandising	
FMM-350	Fashion Brand Marketing	
FMM-360	Marketing Integration: Textiles & Fashion	



Sacred Heart
UNIVERSITY

JACK WELCH COLLEGE OF BUSINESS & TECHNOLOGY

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SUGGESTED FOUR YEAR SEQUENCE OF STUDY

YEAR 1 - SEMESTER 1		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)	
Foundational Core		Foundational Core	
YEAR 2 - SEMESTER 1		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)		Fashion Brand Marketing (FMM-350)	
YEAR 3 - SEMESTER 1		YEAR 3 - SEMESTER 2	
Fashion Buying (FMM-345)		Marketing Integration: Textiles & Fashion (FMM-360)	
Retailing & Merchandising (MK-310) or Digital Marketing (MK-335)		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	

Students interested in the Fashion Marketing & Merchandising Major are encouraged to declare their major in their Freshman Year.

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.

Students must contact the Fashion Marketing & Merchandising Internship Coordinator by the end of their Junior Year in order to receive credit.

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