

International Trade and Marketing for the Fashion Industries BS Degree Program

<http://fitnyc.edu/itm>

School of Business and Technology

Applications accepted for fall and spring. NYSED: 20268 CIP: 52.1403

The International Trade and Marketing major prepares students for management positions in international trade and global fashion companies. Graduates pursue careers in global marketing, management, import/export operations, logistics, sourcing, compliance, customs, research, strategic planning, and licensing. Some graduates pursue further studies for professional development in education, finance, law, and other fields. Curriculum below is for the entering class of fall 2025.

Semester 5		Credits		
MAJOR AREA	IN 312 - International Trade	3		choice - see Requirements: Major Area Elective(s) 3
	IN 313 - International Business Transactions	3	LIBERAL ARTS	choice - see Requirements: Liberal Arts Elective(s) 3
LIBERAL ARTS	MA 222 - Statistical Analysis	3		choice - see Requirements: Liberal Arts Elective(s) 3
	choice - see Requirements: Liberal Arts/English	3		choice - see Requirements: Liberal Arts Elective(s) 3
	choice - see Requirements: Liberal Arts Elective(s)	3		
Semester 6				TOTAL CREDIT REQUIREMENTS
MAJOR AREA	IN 322 - Global Marketing	3		MAJOR AREA 27
	IN 323 - Import/Export Regulations	3		LIBERAL ARTS 36
	choice - see Requirements: Major Area Elective(s)	3		
LIBERAL ARTS	EC 242 - Microeconomics	3		Total Credits: 63
	MA 300 - The Mathematics of Financial Life Management or MA 311 - Mathematical Modeling for Business Applications	3		
	choice - see Requirements: Liberal Arts Elective(s)	3		
Semester 7				
MAJOR AREA	IN 433 - Global Sourcing	3		
	choice - see Requirements: Major Area Elective(s)	3		
LIBERAL ARTS	choice - see Requirements: Liberal Arts/Economics minor courses	3		
	choice - see Requirements: Liberal Arts Elective(s)	3		
	choice - see Requirements: Liberal Arts/Foreign Language	3		
Semester 8				
MAJOR AREA	IC 497 - Senior Internship: Career Planning or IN 492 - International Trade Practicum or Requirements: Major Area Elective(s)	3		

Fall 2025 Requirements: See below.

Liberal Arts and Sciences Course Content Requirements
(24 AAS credits* + 36 BS credits = 60 credits total)

- **Economics: 9 credits**
 - EC 141*
 - EC 242
 - CHOICE of EC 200, EC 201, EC 244, EC 339, EC 343, EC 345, EC 391, EC 394, EC 442, EC 343, EC 443, EC 445, or EC 446 or any other course designated for the Economics minor
- **English: 9 credits.**
 - EN 131* (or EN 121 transferred or taken prior to Fall 2024)
 - CHOICE of any 200- or 300-level EN literature or speech course*
 - CHOICE of an additional 200- or 300-level EN literature or speech course
- **Foreign Language: 3 credits.**
 - Choose any Foreign Language (G8) course
- **Mathematics: 9 credits.**
 - CHOICE of any MA that meets SUNY G2*
 - MA 222
 - CHOICE of MA 300 or MA 311
- **Natural Science: 3 credits.**
 - CHOICE of any SC that meets SUNY (G3)*
- **General Education: 6 credits.*** CHOICE of two (2) courses to meet two (2) different SUNY General Education Areas:
 - Western Civilization (G5)
 - Arts (G6)
 - Humanities (G7)
 - Other World Civilizations (G9)
 - American History (G10)

Liberal Arts Elective(s): 21 credits.*

Select Liberal Arts courses (for which prerequisites have been met) from the following subject areas: AB (Arabic); CH (Chinese); EC (Economics); EN (English); FI (Film and Media Studies); FR (French);

HA (History of Art); HE (Health Education) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and Cultures); MU (Music); PC (Political Science); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); PY (Psychology); SC (Science); SO (Sociology); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

Major Area Elective(s)/Practicum/ Internship: 12 credits. CHOICE of four: IN 320, IN 324, IN 341, IN 342, IN 400, IN 423, IN 424, IN 434, IN 441, IN 442, or IN 443 or choice of Internship IC 497 or Practicum IN 492.

Evening/Weekend Option

A four-semester evening/weekend option is available for this degree program (see Curricula Overview or visit the FIT website at fitnyc.edu/evening_weekend). The sequence of courses is the same as that listed on this page.

Online Degree Option

The two-year online degree is designed to give students flexibility in earning a Bachelor of Science degree (see Online Degree Programs for additional information).

NOTE: Students must have taken the following course prior to entering the program: EC 141

****Credits from AAS will apply as appropriate***

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements. For more information, please see Requirements for Degree Completion.

Upon graduating from the International Trade and Marketing BS program, students will be skilled in the following:

1. Professionalism/Ethics: Students will cite their sources of information in order to submit assignments for ethical assessment.

2. **Decision Making:** Students will solve international trade and marketing business challenges and make decisions in the best interest of companies and stakeholders in the global fashion and creative sectors.
3. **Communication:** Students will communicate effectively through accepted business practices associated with the fashion and creative industries.
4. **Technology:** Students will use technology to complement and present their knowledge and ideas in the global fashion and creative business environment.
5. **Critical Thinking:** Students will gather, analyze, differentiate, and evaluate information to make sound decisions related to key management issues.
6. **Global Perspective:** Students will apply knowledge of the political, legal, ethical, cultural, quality assurance, transportation, technological, and customs issues as well as implement strategies associated with global trade and marketing.
7. **Management/Teamwork:** Students will work independently and in teams, using leadership and interpersonal skills to complete projects and other assessment methods according to relevant business practices.