

Fashion Merchandising Management

Associate Degree Program (AAS)

Applications accepted for fall and spring. HEGIS 5004

The major in Fashion Merchandising Management provides students with the knowledge and skills necessary for assuming positions in the merchandising industry in areas such as buying, sales, product development, creative fashion presentation, retail management, and marketing.

| Semester 1 | | Credits |
|----------------------------------|---|----------------|
| MAJOR AREA | FM 114 - Introduction to the Fashion Industry | 3 |
| | FM 116 - Fashion Business Practices | 3 |
| RELATED AREA | AC 111 - Advertising and Promotion | 3 |
| | MG 153 - Excel for Business | 2 |
| LIBERAL ARTS | choice - see Requirements* | 6 |
| Semester 2 | | |
| MAJOR AREA | FM 117 - Introduction to Fashion Marketing | 3 |
| | FM 262 - Contemporary Retail Management | 3 |
| | FM 268 - Team Development Workshop | 2.5 |
| RELATED AREA | TS 111 - Fundamentals of Textiles | 3 |
| LIBERAL ARTS | choice - see Requirements* | 6 |
| Semester 3 | | |
| MAJOR AREA | FM 224 - Merchandising Math Applications | 3 |
| | FM 244 - Product Development | 3 |
| | choice - see Major Area Alternatives*** | 3-4 |
| RELATED AREA | choice - see Related Area Electives** | 1.5-4 |
| LIBERAL ARTS | choice - see Requirements* | 6 |
| Semester 4 | | |
| MAJOR AREA | FM 225 - Fashion Merchandising | 3 |
| | choice see Major Area alternatives*** | 3-4 |
| LIBERAL ARTS | MA 222 - Statistical Analysis | 3.5 |
| | choice - see Requirements* | 3 |
| ELECTIVE | choice - see The Arts* G6 | 3 |
| TOTAL CREDIT REQUIREMENTS | | |
| | MAJOR AREA | 29.5-31.5 |
| | RELATED AREA | 9.5-12 |
| | LIBERAL ARTS | 24.5 |
| | ELECTIVE | 3 |
| | HEALTH AND/OR PHYS.ED | 2 |
| | Total Credits: | 68.5-73 |

SUNY General Education Requirements:

A "G" followed by a number 1-10 identifies specific courses that meet SUNY General Education baccalaureate degree requirements (or visit fitnyc.edu/gened).

G1 Basic Communication; G2 Mathematics; G3 Natural Sciences; G4 Social Sciences; G5 Western Civilization; G6 The Arts; G7 Humanities; G8 Foreign Language; G9 Other World Civilizations; G10 American History.

***Requirements:** See below (also see Liberal Arts Requirements).

American History: 3 credits

CHOICE of EN 271, 272, 274, or 335, HA 314, LA 221, or 392, or any other course which meets the American History Gen. Ed. requirement (G10).

The Arts: 3 credits

CHOICE of EN 251, 266, or 361, HA 214, HP 231, or LA 321 (any one of these meets G6).

English/Speech: 6 credits

EN 121 (G1) (Prerequisite: College-level English as demonstrated by placement test OR completion of appropriate Educational Skills courses), and
CHOICE of (before the fourth semester): EN 231, 232, 233, or 236.

History of Art and Civilization: 3 credits

HA 112 (G5).

Mathematics: 3.5 credits

Graduation requirement: Arithmetic proficiency as demonstrated by placement test OR completion of appropriate developmental mathematics course(s). MA 222 (G2).

Science: 3-5 credits

CHOICE of SC 111, 112, 121, 122, 045/145, 253, or 032/332 (any one of these meets G3).

Social Sciences: 6 credits

SS 141 (G4), and
CHOICE of SS 131, 151, or 171.

****Related Area Electives:** 1.5-4 credits

CHOICE of AC 221, AR 101 or 115, DE 101, HD 111, HP 201, IC 296, 297 or 298, ID 103, JD 101, PH 116 or 162, or SD 112.

*****Major Area Alternatives:** 6-7 credits

CHOICE of two: FM 144, 212, 213, 222, 223, 226, 231, 245, 251, or 491.

Evening/Weekend Option:

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

Upper Division Alternatives:

Graduates of this program are eligible to apply for admission to the Bachelor of Fine Arts program in Fabric Styling , and the Bachelor of Science programs in Cosmetics and Fragrance Marketing , Direct and Interactive Marketing , Fashion Merchandising Management , Home Products Development , International Trade and Marketing for the Fashion Industries , Production Management: Fashion and Related Industries , and Textile Development and Marketing . By completing certain course requirements, graduates may also apply to the Bachelor of Science programs in Advertising and Marketing Communications and Technical Design .