

International Trade and Marketing for the Fashion Industries BS Evening/Weekend Degree Program

Bachelor of Science Degree Program (BS)

School of Business and Technology

Applications accepted for fall and spring. NYSED: 20268 HEGIS 0509

The major in International Trade and Marketing prepares students for management positions in international trade and global fashion companies. Graduates pursue careers in global marketing, management, logistics, sourcing, compliance, customs, and licensing.

Semester 5		Credits
MAJOR AREA	IN 312 - International Trade	3
	IN 313 - International Business Transactions	3
LIBERAL ARTS	MA 222 - Statistical Analysis	3
	EN 321 - Strategies of Business Communication	3
GENERAL EDUCATION	choice - see Foreign Language* G8	3
Semester 6		
MAJOR AREA	IN 322 - Global Marketing	3
	IN 323 - Import/Export Regulations	3
	choice - see Major Area Electives**	3
LIBERAL ARTS	SS 242 - Microeconomics	3
	choice - see Foreign Language*	3
	MA 311 - Mathematical Modeling for Business Applications	3
Semester 7		
MAJOR AREA	IN 433 - Global Sourcing	3
	choice - see Major Area Electives**	3
RELATED AREA	choice - see Related Area Alternative***	3
LIBERAL ARTS	SS 443 - International Economics or 446 - Economies of Latin America	3
	choice - see Social Sciences*	3
GENERAL EDUCATION	choice - see American History* G10	3
Semester 8		
MAJOR AREA	IN 492 - International Trade Practicum or IC 498 - Senior Internship D: Career Planning or or choice see Major Area Electives**	3-4
	choice - see Major Area Electives**	3
LIBERAL ARTS	PL 143 - Introduction to Asian Philosophies or 431 - Philosophy: Ethics	3
	choice - see Speech*	3
GENERAL EDUCATION	choice - see Other World Civilizations* G9	3
TOTAL CREDIT REQUIREMENTS		
	GENERAL EDUCATION	9
	MAJOR AREA	27-28
	RELATED AREA	3
	LIBERAL ARTS	27
	Total Credits:	66-67

***Fall 2014 Requirements:** See below.

American History: 3 credits

CHOICE of EN 271 or 272 , or LA 221 , or any other course that meets General Education American History requirement (G10).

Foreign Language: 6 credits

Two semesters of the same foreign language, one of which must meet G8.

Mathematics:

Arithmetic proficiency must be completed prior to enrolling in MA 222 . Algebra proficiency must be completed prior to enrolling in MA 311 .

Other World Civilizations: 3 credits

CHOICE of SS 353 , 355 , 356 , 374 , or 393 , or any other course that meets the General Education Other World Civilizations requirement (G9).

Social Sciences: 3 credits

CHOICE of SS 353 , 354 , 356 , or 393 .

Speech: 3 credits

CHOICE of EN 241 , 242 , 244 , 245 , or 342 .

****Major Area Electives:** 9 credits

Choice of three: IN 324 , 341 , 342 , 423 , 424 , 434 , 441 , 442 , or 443 .

*****Related Area Alternative:** 3 credits

Any IN course not taken previously, or choice of a 300- or 400-level AC, DM, FM, HP, MG, or TT course for which prerequisites have been met, or one of the following: BE 261 , HP 201 , or MG 242 .