

International Trade and Marketing for the Fashion Industries BS Degree Program

School of Business and Technology

Applications accepted for fall and spring. NYS ED: 20268 CIP: 52.1403

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. Curriculum below is for the entering class of fall 2020.

Semester 5		Credits
MAJOR AREA	IN 312 - International Trade	3
	IN 313 - International Business Transactions	3
LIBERAL ARTS	MA 222 - Statistical Analysis	3
	choice - see Requirements*: Liberal Arts/English	3
	choice - see Requirements*: Liberal Arts Elective(s)	3
Semester 6		
MAJOR AREA	IN 322 - Global Marketing	3
	IN 323 - Import/Export Regulations	3
	choice - see Requirements*: Major Area Elective(s)	3
LIBERAL ARTS	MA 311 - Mathematical Modeling for Business Applications or 300 - The Mathematics of Financial Life Management	3
	SS 242 - Microeconomics	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
	choice - see Requirements*: Major Area Elective(s)	3
LIBERAL ARTS	choice - see Requirements*: Liberal Arts Elective(s)	3
	choice - see Requirements*: Liberal Arts Elective(s)	3
	choice - see Requirements*: Liberal Arts Elective(s)	3
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	27
	LIBERAL ARTS	36
	Total Credits:	63

*Fall 2020 Requirements: See below.

Liberal Arts: 36 credits

- **English: 3 credits.** Choose from any 200- or 300-level English course.
- **Foreign Language: 3 credits.** Choose any Foreign Language (G8) course.
- **Mathematics: 6 credits.** Mathematics Proficiency must be completed prior to enrolling in MA 222 and MA 311 or MA 300.
- **Economics: 6 credits.** SS 242 and select one (1) course: SS 244, SS 339, SS 343, SS 345, SS 391, SS 394, SS 442, SS 443, SS 445, SS 446 or any other course designated for the Economics Minor See fitnyc.edu/liberal-arts/minors/.

Liberal Arts Elective(s): 18 credits.

Select Liberal Arts courses from the following subject areas: **AB** (Arabic); **CH** (Chinese); **EN** (English); **FI** (Film and Media) – any FI course other than FI 205, 261, 361, 461, 362, and 462; **FR** (French); **HA** (History of Art); **HE** (Health Education) 201, 301; **IT** (Italian); **JA** (Japanese); **MU** (Music); **HI** (History); **MA** (Math); **MC** (Modern Languages and Cultures); **PE** (Physical Education and Dance) 215, 216, 217; **PL** (Philosophy); **PO** (Portuguese); **SC** (Science); **SP** (Spanish); and **SS** (Social Sciences).

Major Area Elective(s)/Practicum/Internship: 12 credits.

CHOICE of four: IN 320, 324, 341, 342, 423, 424, 434, 441, 442, or 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: SS 141.

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.