

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 2022.

Semester 5		Credits			
MAJOR AREA	IN 312 - International Trade	3	LIBERAL ARTS	choice - see Requirements*: Liberal Arts Elective(s)	3
	IN 313 - International Business Transactions	3		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	TOTAL CREDIT REQUIREMENTS		
	choice - see Requirements*: Liberal Arts Elective(s)	3	MAJOR AREA		27
Semester 6			LIBERAL ARTS		36
MAJOR AREA	IN 322 - Global Marketing	3	Total Credits:		63
	IN 323 - Import/Export Regulations	3	*Fall 2022 Requirements: See below.		
	choice - see Requirements*: Major Area Elective(s)	3			
LIBERAL ARTS	MA 300 - The Mathematics of Financial Life Management or MA 311 - Mathematical Modeling for Business Applications	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: 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/academics/minors/

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

Liberal Arts Elective(s): 18 credits.

Select Liberal Arts courses (for which prerequisites have been met) from the following subject areas: AB (Arabic); CH (Chinese); 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); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); SC (Science); 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).

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.