

# BACHELOR OF SCIENCE, MAJOR IN FASHION MERCHANDISING

The Bachelor of Science degree in Fashion Merchandising is an online degree program beginning in the fall 2021 academic semester and courses will be offered in the **7 ½ week schedule (7A/7B)** in the fall and spring semesters. Courses will also be offered in the summer.

**Additional information:** Reference the Program Landing Page (<https://www.shsu.edu/programs/bachelor-degree-in-fashion-merchandising/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

| Code  | Title                                     | Hours      |
|---|---|------------|
| <b>Bachelor of Science, Major in Fashion Merchandising</b>  |   |            |
| Core Curriculum ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/</a> ) |   |            |
| Component Area I (Communication)  |   | 6          |
| Component Area II (Mathematics)   |   | 3          |
| Component Area III (Life and Physical Science)  |   | 8          |
| Component Area IV (Language, Philosophy, and Culture)   |   | 3          |
| Component Area V (Creative Arts)  |   | 3          |
| Component Area VI (U.S. History)  |   | 6          |
| Component Area VII (Political Science/Government)   |   | 6          |
| Component Area VIII (Social and Behavioral Sciences) <sup>1</sup>   |   | 3          |
| Component Area IX (Component Area Option) <sup>2</sup>  |   | 4          |
| <b>Degree Specific Requirements</b>   |   |            |
| Additional Social or Behavioral Science (6 hours)   |   | 6          |
| BUAD 3345   | Entrepreneurship I - Startup              | 3          |
| KINE 2115   | Lifetime Health and Wellness <sup>2</sup> | 1          |
| PHIL 2303   | Critical Thinking <sup>1</sup>            | 3          |
| <b>Major: Foundation</b>  |   |            |
| FAMD 1332   | Introduction to Fashion Merchandising     | 3          |
| FAMD 1369   | Introduction to Textiles                  | 3          |
| FAMD 2333   | Fashion Merchandising Technology          | 3          |
| FAMD 2366   | Fashion in Society                        | 3          |
| FAMD 2375   | Fashion Promotion                         | 3          |
| FAMD 3325   | Digital Fashion Retailing                 | 3          |
| FAMD 3348   | Buying I Merchandise Control              | 3          |
| FAMD 3368   | Fashion Forecasting                       | 3          |
| FAMD 3371   | Fashion Merchandising Management          | 3          |
| FAMD 3375   | Fashion Brand Management                  | 3          |
| FAMD 4329   | Global Issues in Fashion                  | 3          |
| FAMD 4348   | Buying II: Planning & Allocation          | 3          |
| FAMD 4359   | Fashion Innovation and Creativity         | 3          |
| FAMD 4367   | Smn Cloth Textiles & Mdseing              | 3          |
| HUSC 4369   | Internship                                | 3          |
| <b>Electives: General</b>   |   |            |
| General Electives   |   | 3          |
| <b>Minor: Required <sup>5</sup></b>   |   |            |
| Minor   |   | 21         |
| <b>Total Hours</b>  |   | <b>120</b> |

<sup>1</sup> Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as the major.

<sup>2</sup> Satisfies 1 credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option).

<sup>3</sup> FAMD 3325 is a summer-only course.

<sup>4</sup> HUSC 4369 requires department approval and 90 hours of course work completed.

<sup>5</sup> A minor is required. Choose from General Business Administration, Management, or Finance.

**Notes:**

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

Fashion Merchandising students that are pursuing a General Business Administration or Management minor are strongly encouraged to take MGMT 3327 as one of their approved electives.

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**First Year**

| Fall   | Hours | Spring   | Hours     |
|--|-------|--|-----------|
| Component Area II  |       | 3 Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> ) | 4         |
| Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> ) |       | 4 ENGL 1302 <sup>1</sup>   | 3         |
| ENGL 1301 <sup>1</sup>   |       | 3 FAMD 1369  | 3         |
| FAMD 1332  |       | 3 HIST 1302 <sup>2</sup>   | 3         |
| HIST 1301 <sup>2</sup>   |       | 3 KINE 2115 <sup>3</sup>   | 1         |
|  |       | <b>16</b>  | <b>14</b> |

**Second Year**

| Fall  | Hours | Spring  | Hours |
|---|-------|---|-------|
| Component Area IV ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv</a> ) |       | 3 Component Area IX ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix</a> ) | 3     |
| Minor <sup>4</sup>  |       | 3 FAMD 2375   | 3     |
| FAMD 2333   |       | 3 PHIL 2303 <sup>6</sup>  | 3     |
| FAMD 2366   |       | 3 POLS 2306 <sup>5</sup>  | 3     |

|  |              |   |              |                          |              |
|--|--------------|---|--------------|--------------------------|--------------|
| POLS 2305 <sup>5</sup>   |              | 3 Additional Social and Behavioral Sciences |              | 3                        |              |
|  |              | <b>15</b>                                   |              |                          | <b>15</b>    |
| <b>Third Year</b>  |              |   |              |                          |              |
| <b>Fall</b>  | <b>Hours</b> | <b>Spring</b>                               | <b>Hours</b> | <b>Summer</b>            | <b>Hours</b> |
| Component Area V ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav</a> ) |              | 3 BUAD 3345                                 |              | 3 FAMD 3325 <sup>7</sup> | 3            |
| FAMD 3348  |              | 3 FAMD 3368                                 |              | 3                        |              |
| FAMD 3371  |              | 3 FAMD 3375                                 |              | 3                        |              |
| Minor <sup>4</sup>   |              | 6 Additional Social and Behavioral Sciences |              | 3                        |              |
|  |              | Minor <sup>4</sup>                          |              | 3                        |              |
|  |              | <b>15</b>                                   |              |                          | <b>15</b>    |
| <b>Fourth Year</b>   |              |   |              |                          |              |
| <b>Fall</b>  | <b>Hours</b> | <b>Spring</b>                               | <b>Hours</b> |                          |              |
| FAMD 4348  |              | 3 FAMD 4329                                 |              | 3                        |              |
| FAMD 4367  |              | 3 FAMD 4359                                 |              | 3                        |              |
| Minor <sup>4</sup>   |              | 6 General Electives                         |              | 3                        |              |
|  |              | HUSC 4369                                   |              | 3                        |              |
|  |              | Minor <sup>4</sup>                          |              | 3                        |              |
|  |              | <b>12</b>                                   |              |                          | <b>15</b>    |

**Total Hours: 120**

- <sup>1</sup> Satisfies Core Curriculum requirement for Component Area I (Communications).
- <sup>2</sup> Satisfies Core Curriculum requirement for Component Area VI (U.S. History).
- <sup>3</sup> Satisfies 1 credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option).
- <sup>4</sup> A minor is required. Choose from General Business Administration, Management, or Finance.
- <sup>5</sup> Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).
- <sup>6</sup> Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as the major.
- <sup>7</sup> FAMD 3325 is a summer only course.
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The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BS in Fashion Merchandising is designed to provide graduates with the following marketable skills:

- Critical thinking and problem solving within the scope of the fashion industry in order to objectively examine information to determine the most effective way to move forward in this fast-paced and globalized industry.
- Collaboration and teamwork in order to communicate well with others and understand varying perspectives to enable them to come up with efficient and effective creative solutions.
- Knowledge and understanding of merchandising functions to successfully construct the necessary data for various financially-related merchandise planning and development needs.
- A balance of creative & artistic skills and business acumen to develop an inherent sense of understanding the intricacies of the fashion industry.