

# BACHELOR OF SCIENCE, MAJOR IN FASHION MERCHANDISING

The Bachelor of Science degree in Fashion Merchandising is an online degree program. FAMD courses are 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>		
<b>Core Curriculum</b> ( <a href="https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">https://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 <sup>3</sup>	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	Seminar in Clothing, Textiles, and Merchandising	3
HUSC 4369	Internship <sup>4</sup>	3
<b>Electives: Advanced</b>		
Advanced Electives		3
<b>Minor: Required</b> <sup>5</sup>		
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, 90 hours of course work completed, and FAMD prerequisites FAMD 3348 and FAMD 3371.

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<sup>5</sup> A minor is required. Choose from General Business Administration, Management, Marketing, Supply Chain Management, Entrepreneurship, 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.

The Fashion Merchandising specific courses (FAMD designation) are only offered once per academic year, in either Fall, Spring, or Summer, as noted in the plan of study.

HUSC 4369 (<https://catalog.shsu.edu/archives/2025-2026/search/?P=HUSC%204369>) requires departmental approval, the completion of 90 hours, and prerequisites FAMD 3348 and FAMD 3371.

FAMD 1332 and FAMD 2333 can be taken in the same semester.

FAMD 2375 and FAMD 3375 can be taken in the same semester.

FAMD 3348 and FAMD 4348 can be taken in the same semester.

Fashion Merchandising students who are pursuing a General Business Administration, Management, Marketing, Supply Chain Management, Entrepreneurship, or Finance minor are strongly encouraged to take MGMT 3327 as one of their approved electives.

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**First Year**

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

**Second Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
Component Area IV ( <a href="https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv">https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv</a> )		3 Component Area IX ( <a href="https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix">https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix</a> )	3
FAMD 2333		3 FAMD 2375	3
FAMD 2366		3 PHIL 2303 <sup>6</sup>	3
POLS 2305 <sup>4</sup>		3 POLS 2306 <sup>4</sup>	3
Minor <sup>5</sup>		3 Additional Social and Behavioral Sciences	3
		<b>15</b>	<b>15</b>

**Third Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>	<b>Summer</b>	<b>Hours</b>
Component Area V ( <a href="https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav">https://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>5</sup>		6 Additional Social and Behavioral Sciences			3
		Minor <sup>5</sup>			3
		<b>15</b>		<b>15</b>	<b>3</b>

**Fourth Year**

<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>5</sup>		6 Advanced Electives	3
		HUSC 4369 <sup>8</sup>	3
		Minor <sup>5</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> Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).

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

<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.