

# 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="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 <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 and 90 hours of course work completed.

<sup>5</sup> A minor is required. Choose from General Business Administration, Management, Marketing, Business Data Analytics, 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.

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

**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.

**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/#componentareaii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii</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
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>
<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>5</sup>		6 Additional Social and Behavioral Sciences		3	
		Minor <sup>5</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>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, Business Data Analytics, 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.