

FASHION MERCHANDISING AND RETAIL MANAGEMENT, AS

Program code: FMRM-AS

Location: Gateway

Degree Requirements

| Code | Title | Credits |
|--|---|--------------|
| General Education Courses | | |
| ENG 1010 | Composition | 3 |
| MATH 1001 | Quantitative Literacy (or higher - college level) | 3 |
| Elective ARHX - Arts & Humanities Course | | 3-4 |
| Elective SCRX - Scientific Reasoning Course or Elective SCKX - Scientific Knowledge Course | | 3-4 |
| PSY 1011 | General Psychology I | 3 |
| CCS 1001 | College and Career Success | 3 |
| BUSN 2100 | Business Communication | 3 |
| Program Courses | | |
| ACCT 1130 | Principles of Financial Accounting | 3 |
| BENT 2180 | Entrepreneurship | 3 |
| BMKT 1003 | Principles of Retailing | 3 |
| BMKT 2010 | Principles of Marketing | 3 |
| BMKT 2015 | Principles of eBusiness | 3 |
| BMKT 2200 | | 3 |
| BMKT 2410 | Principles of Advertising | 3 |
| BMKT 2055 | Introduction to the Fashion Industry | 3 |
| BMKT 2057 | Textiles | 3 |
| BMKT 2195 | Retail Field Experience I | 3 |
| BMKT 2295 | Field Experience II | 3 |
| CSA 1110 | Introduction to Software Applications | 3 |
| or CSA 1111 | Spreadsheet Applications | |
| Business Elective - course in ACCT, BENT, BFIN, BMGT, BMKT, BUSN, ECON, CSA ¹ | | 3 |
| Total Credits | | 60-62 |

¹ or HOSP 2244 Meetings, Conventions and Special Events Management