



**B.A. Degree  
Fashion Merchandising Major  
2018/2019 Catalog**

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2019. If the student defers admission to fall 2019 or after, the student must contact the adviser to be changed to the subsequent catalog.

Student Name _____
S. SSN/Id No _____
S. Phone (w) _____ (h) _____
Adviser _____
Previous Degree: _____ A.A. _____ A.S. _____ Bachelor's
Where/term degree earned _____

**Liberal Education:**

The Liberal Education program is divided into four portals: Communication & Language Fluency, Artistic & Creative imagination, Scientific and Analytic Curiosity and, World Understanding. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. **If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student's program is considered complete.**

<b>World Understanding</b>	<b>Term</b>	<b>Grade</b>	<b>Course Number &amp; Title</b>
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	_____	_____	_____
Civic Engagement (3 hrs)	_____	_____	_____
<b>Scientific &amp; Analytic Curiosity</b>			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs)	_____	_____	_____
<small>(Must include at least one 4 hour lab science.)</small>	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	_____
<b>Artistic &amp; Creative Imagination</b>			
Fine Arts (3 hrs)	<i>Satisfied by a major course.</i>		
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	HL _____ Title: _____
	_____	_____	LS/or LF _____ Title: _____
	_____	_____	LS/LF/ or HL _____ Title: _____
<i>Note: For Lifetime Fitness, Women's College students must take the three, one-hour courses as outlined above.</i>			
<b>Communication &amp; Language Fluency</b>			
Writing (6 hrs)	_____	_____	EH 101 Written Communication EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	_____
Modern Language (0-3 hrs)	_____	_____	CH/IN/FH/or SH 102/or 115 (or higher) <small>Must complete language through the high beginner level (102 or equivalent). May be placed into 102 via WebCape or exempted by competency exam (BYU FLAT test or CLEP).</small>
Communication (3 hrs)	<i>Satisfied by a major course.</i>		

Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Needs math placement exam.

\_\_\_\_\_ Needs English placement exam.

Program Plan Revised by:

Date

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**B.A. Degree – 2018/2019**  
**Major: Fashion Merchandising**

**Students must receive a "C" or better in all major courses.**

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**Major Requirements:**

**FD/FM CORE:**

<i>Term</i>	<i>Grade</i>	<i>Crs # (crd)</i>
_____	_____	AR 101/101L Foundations: 2D & 3D Design (3/1) <sup>LE</sup>
_____	_____	AR 102/101L Foundations: Color (3/1) <sup>LE</sup>
_____	_____	FM 101 The Fashion Industry (3)
_____	_____	FD 171/ 171L Apparel Construction (3/1)
_____	_____	GR 207/207L Digital Graphic Design <sup>LE</sup> (3/1)
_____	_____	FM 220 Sustainability & Ethics (3)
_____	_____	AH 224 Art History II <sup>LE</sup> (3)
_____	_____	FM 235 Dress, Society & Culture (3)
_____	_____	FM 242 Fashion Textiles (3)
_____	_____	AR 299 Sophomore Review (0)
_____	_____	FM 305 Fashion History I (3)
_____	_____	GR 308 Adv. Digital Graphic Design (4)
_____	_____	FM 316 Fashion History II (3)
_____	_____	FM 385 Professional Development (3)
_____	_____	MK 414 Consumer Behavior (3)
_____	_____	MK 457 Social Media & Marketing (3)
_____	_____	FM 490 Internship (3)
_____	_____	AR 499 Senior Review (0)

**OTHER FM MAJOR COURSEWORK:**

_____	_____	AC 200 Survey of Accounting (3)
_____	_____	FM 219 Retailing (3)
_____	_____	MG 301 Principles of Management (3)
_____	_____	FM 308 Apparel Development and Analysis (3)
_____	_____	MK 315 Marketing (3)
_____	_____	FM 329 Merchandise Buying (3)
_____	_____	FM 350 Visual Merchandising & Promotion (3)
_____	_____	FM 365 Fashion Show Production (3)
_____	_____	FM 425 Merchandising Portfolio & Capstone (3)
_____	_____	Art & Des/Business Elect (3-4) Crs# _____
_____	_____	Art & Des/Business Elect (3-4) Crs# _____

<sup>LE</sup> –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

**Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50.**

**Notes:**

**Electives:** Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student's transcript. Electives needed for graduation can be calculated simply by:

**Adding**

The total number of hours on the student's transcript  
 (available in CampusWEB)

- hours earned for courses taken at the developmental level
- + courses currently registered for
- + courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student's transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student's responsibility to contact the Registrar's Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.

**Residency requirement:**

A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours.

**Note:** Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.

**This program plan is not an official document. It is a tool to assist the student and adviser in schedule planning.**

This program plan was prepared by the Registrar's Office.  
 Revised 04/2018