

Fashion Merchandising, B.A.

DEPARTMENT

BS in Business Administration - Marketing Option, B.S.
BS in Business Administration - Logistics & Supply Chain Strategies Option, B.S.
BS in Business Administration - Sports Marketing Option, B.S.
MN in Fashion Merchandising, Minor
BA in Fashion Merchandising, B.A.

REQUIREMENTS

Department

Bachelor of Arts Degree Requirements

Fashion Merchandising Major

1. Major requirements (65-66 units) and electives (6 units)

Fashion Merchandising required courses

FM 20, 21, 120, 123, 126, 127, 128, 130, 134, 140; ART 13; ACCT 4A; BA 105W or ENGL 160W; ECON 40 or AGBS 1*;
MKTG 100S, 101, 110, 130, 160; MGT 104

Major electives (6 units)

FM 190, 195I; MKTG 114, 132, 140, 153, 164, 166

2. General Education requirements (49 units)

3. Other requirements (6 units)

Upper-division writing and Multicultural and International (MI)

4. Sufficient elective units to meet required total units (varies)

(See Degree Requirements); may be used toward a double major or minor
Courses supplementary to the major are strongly recommended

5. Total units (120)*

* G.E. and MI courses can be double-counted with major requirements. The writing requirement may be met by taking the upper-division writing exam. See advisor for details.

Advising Notes

1. Students majoring in fashion merchandising are required to earn a grade of C or better in all major courses.
2. A grade of CR/NC counts in the major only if it is the sole method of grading specified for a particular course.

FACULTY

The faculty of the Department of Marketing and Logistics is composed of individuals who have studied and pursued business careers and teaching extensively throughout the world. Case studies, experiential exercises, business and community service projects, guest speakers, seminar discussions, and internships are just a few of the ways in which instructors provide students with practical applications in business. The combination of faculty expertise, teaching skills, research activities, and applied experience assures the student of receiving a quality education in marketing.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the faculty pages.

The faculty pages are updated by the department or program.