

DEPARTMENT OF HUMAN ECOLOGY

FASHION MERCHANDISING-FIT CURRICULUM FOR STUDENTS ENROLLING AT UMES FALL 2015 TO SPRING 2017

Student Name: _____

Student Number: _____

Recommended Course Sequence - Fashion Merchandising-FIT ADVERTISING & MARKETING COMMUNICATIONS 2015-2017

FRESHMAN YEAR												
First Semester						Second Semester						
Course	Course Title / Area	Credits	Sem	Min. Gr	Act Gr.	Course	Course Title / Area	Credits	Sem	Min. Gr	Act Gr.	
	AREA I	3				ENGL 001	English Proficiency Exam	0				
	AREA III	3				ENGL 102	Basic Composition II	3				
ENGL 101	Basic Composition I	3					AREA I	3				
	Elective	3					AREA III	4				
HUEC 100	First Year Experience Seminar	1				EXSC 111	Personalized Health & Fitness	3				
SOCI 101	Introduction to Sociology	3				MATH 109	College Algebra or Higher	3				
Total		16				Total		16				
SOPHOMORE YEAR												
First Semester						Second Semester						
Course	Course Title / Area	Credits	Sem	Min. Gr	Act Gr.	Course	Course Title / Area	Credits	Sem	Min. Gr	Act Gr.	
ACCT 288	College Accounting	3				ECON 201	Prin of Economics (Macro)	3				
ECON 202	Principles of Economics (Micro)	3				HUEC 230	Multi Persp on Families in the US	3				
ENGL 203	Fund of Contemporary Speech	3				FMCT 300	Historic Costumes	3				
FMCT 203	Introduction to Fashion Forecasting	3				FMCT 361	Apparel Construction & Evaluation	3				
PSYC 100	Introduction to Psychology	3				MKTG 308	Principles of Marketing	3				
	Elective	3					Elective	3				
Total		18				Total		18				
JUNIOR YEAR												
First Semester						Second Semester						
Course	Course Title	Credits	Sem	Min. Gr	Act Gr.	Course	Course Title / Area	Credits	Sem	Min. Gr	Act Gr.	
AC 111	Advertising and Promotion	3				AC 221	Publicity Workshop	3				
AC 114	Marketing for IMC	3				AC 222	Sales Promotion	3				
AC 141	Journalism	3				AC 231	Advertising Copywriting	3				
AC 171	Mass Communication	3				AC 271	Audiences & Media	3				
CD 122	Digital Layout I	2				AC 272	Research Methods in IMC	3				
FM 114	Introduction to the Fashion Industry	3				IC 498	Internship (HUEC 399, 400)	4				
Total		17				Total		19				
SENIOR YEAR												
First Semester						Second Semester						
Course	Course Title	Credits	Sem	Min. Gr	Act Gr.	Course	Course Title	Credits	Sem	Min. Gr	Act Gr.	
FMCT 341	Fashion Buying & Merchandising	3				FMCT 351	Fashion Buying & Merch II	3				
FMCT 371	International Trade & Retailing Issues	3				FMCT 382	Textiles II	3				
FMCT 381	Textiles I	3				FMCT 490	Product Development	3				
FMCT 441	Visual Merchandising	3				HUEC 490	Consumer Motivation	3				
HUEC 370	Professional Development	2				MKTG 314	Retail Management	3				
HUEC 409	Post-Internship Seminar	1										
HUEC 495	Senior Seminar in Human Ecology	1										
Total		16				Total		15				

I = Arts & Humanities

II = Social & Behavioral Sciences

III = Sciences

IV = Mathematics

V = English Composition

VI = Emerging Issues

S = Supporting

FK = Foundation Knowledge

MR = Major Requirement

* Students must take 6 credits of science and 1 credit of science lab

** The list of approved courses will vary by semester. See your advisor

Students need 12 alternative credits: Online, summer, winter, internships, independent studies.

NOTE: Must pass MATH 109, ACCT 201, ECON 202 and ECON 201 with "C" or better for Business Minor.

