

Fashion Merchandising and Design (includes Marketing Minor)**Criteria for Admission to the major:**

1. Completion of 15 semester hours of work taken at EIU or at another institution of higher education.
2. Minimum of 2.0 cumulative grade point average.

General Education: 40 hours**Language: 9 hours**

ENG 1001G+ (3) _____
 ENG 1002G+ (3) _____
 CMN 1310G+ (3) _____
 +must be completed with a "C" or better

Humanities & Fine Arts: 9 hours

Humanities
 _____ () _____
 Fine Arts
 _____ () _____
 Humanities or Fine Art
 _____ () _____

Social & Behavioral Sci.: 9 hours

ECN 2801G (3) _____
 PSY 1879G (3) _____
 _____G (3) _____

Scientific Awareness: 7 hours

(one lab course required)
 Biological:
 _____ () _____
 Physical:
 _____ () _____

Mathematics 3 hours

_____ (3) _____

Senior Seminar: 3 hours

EIU 4 _____ (3) _____

EIU Graduation Requirement:

_____ 120 semester hours
 _____ 40 hrs Upper Div
 _____ Writing Portfolio
 1. 2. 3
 _____ Cultural Diversity
 _____ Foreign Language
 _____ 42hrs Sr Institution
 _____ 42hrs @ EIU
 _____ 32hrs @ EIU as Jr/Sr
 _____ 12hrs @ EIU as Sr
 _____ 2.0 GPA (Cum.&Major)

Foreign Language: 0-8 hours

_____ () _____
 _____ () _____

REQUIREMENT FOR THE MAJOR: 66 HOURS**FCS CORE:**

FCS 2500+(3) Foundational Focus in FCS
 FCS 3500+(3) Orientation to FCS Internship*

Major Requirements

AET 1363 (3) Introduction to Graphics Technology
 AET 4863 (3) Packaging Design Technologies*
 AET 4953 (3) Color Management Technologies*
 FCS 2233 (3) Introduction to Fashion Merchandising
 FCS 2234 (3) Apparel Construction
 FCS 2244 (3) Textile Analysis
 FCS 2245 (3) Fashion E-tailing
 FCS 3200 (3) Historic Costume
 FCS 3233 (3) Retail Mathematics
 FCS 3244 (3) Global Fashion Forecasting
 FCS 4275 (3) Internship*
 FCS 4838 (3) Apparel Development and Design*
 FCS 4848 (3) Cultural Aspects of Fashion
 FCS 4926 (3) Visual Merchandising*

Marketing Minor

BUS 3100 (3) Survey of Marketing Principles*
 MAR 3720 (3) Consumer Behavior*
 MAR 3875 (3) Retail Management*
 MAR 4470 (3) Professional Sales*

And two additional courses from the following list (one of which must have a MAR prefix):

MAR 3490 (3) Business-to-Business Marketing*
 MAR 3560 (3) Social Media Marketing*
 MAR 3780 (3) Promotion Management*
 MAR 4100 (3) Special Topics in Marketing*
 MAR 4400 (3) Services Marketing*
 MAR 4480 (3) Sales Management*
 MAR 4490 (3) International Marketing*
 MIS 3530 (3) Business Web Site Design*
 ENT 3500 (3) Mkt & Innovation for Entrepreneurial Ventures*
 CMN 3100 (3) Persuasion
 CMN 3270 (3) Communication and Popular Culture
 CMN 3560 (3) International Communication*
 CMN 3710 (3) Intercultural Communication*
 PSY 3870 (3) Social Psychology
 JOU 3501 (3) Principles of Advertising
 JOU 3705 (3) Public Relations Writing*
 JOU 3820 (3) Publicity Methods
 JOU 3920 (3) Public Relations in Society

Electives: 0-14 semester hours

+must be completed with a "C" or better

*Consult catalog for prerequisite(s)

April 23, 2018