



**B.A. Degree
Fashion Merchandising Major
2024/2025 Catalog**

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2025. If the student defers admission to fall 2025 or after, the student must contact the adviser to change to the subsequent catalog.

Women's College students must complete the GOLD Program Curriculum. The number of courses required will be based on the number of hours of transfer credit accepted.

Student Name _____
 Id No _____
 Previous Degree: ____ A.A. ____ A.S. ____ Bachelor's
 Where/term degree earned _____

If the student transfers fewer than 24 post-secondary school hours to Brenau, one of the following courses is required to graduate:
 AS 100W/AS 110/AS 111 (depending on program). _____

Liberal Education:

The Liberal Education program is divided into four portals. 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.*

World Understanding	Term	Grade	Course Number & Title
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	_____	_____	_____
Civic Engagement (3 hrs)	_____	_____	_____
Scientific & Analytic Curiosity			
Mathematics (3 hrs)	<i>Satisfied by a major course.</i>		
Science (7-8 hrs)	_____	_____	_____
<small>(Must include at least one 4 hour lab science.)</small>	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	_____
Artistic & Creative Imagination			
Fine Arts (3 hrs)	<i>Satisfied by a major course.</i>		
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	HL _____ Title: _____
	_____	_____	DA/LS/or LF _____ Title: _____
	_____	_____	DA/LS/LF/or HL _____ Title: _____
<i>Note: For Lifetime Fitness, Women's College students must take the three, one-hour courses as outlined above. LF 199 can count as either activity (LF) or classroom (HL) p.e.</i>			
Communication & Language Fluency			
Writing (6 hrs)	_____	_____	EH 101 Written Communication EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	_____
Modern Language (0-3 hrs)	_____	_____	_____ Modern Language at level 102 or higher
	<i>Must complete language through the high beginner level (102 or equivalent. If 101 & 102 are taken, 101 can be applied toward the Communication requirement or used as a general elective. May be placed into 102 via WebCape or exempted by competency exam (BYU FLAT test or CLEP).</i>		
Communication (3 hrs)	<i>Satisfied by a major course.</i>		

Comments: _____ Program Plan Revised by: _____ Date: _____

 _____ Needs English Placement Exam _____

Students must receive a “C” or better in all major courses.

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

Foundation Course: (3 hours)

<i>Term</i>	<i>Grade</i>	<i>Crs # (crd)</i>
_____	_____	MS 100/101/111/210 (Quant Lit, Coll Alg, Precalc, Calc) ^{LE}

Major Requirements:

FD/FM CORE: (48 hours)

_____	_____	AR 101 Foundations: 2D & 3D Design (4) ^{LE}
_____	_____	AR 102 Foundations: Color (4) ^{LE}
_____	_____	FM 101 The Fashion Industry (3)
_____	_____	FD 171 Apparel Construction (4)
_____	_____	GR 207 Digital Graphic Design (4) ^{LE}
_____	_____	FM 220 ^W Sustainability & Ethics (3)
_____	_____	AH 224 Art History II (3) ^{LE}
_____	_____	FM 235 ^W Dress, Society & Culture (3)
_____	_____	FM 242 Fashion Textiles (4)
_____	_____	AR 299 Sophomore Review (0)
_____	_____	FM 305 ^W Fashion History I (3)
_____	_____	GR 308 Adv. Digital Graphic Design (4)
_____	_____	FM 316 ^W Fashion History II (3)
_____	_____	FM 385 Professional Development (3)
_____	_____	FM 490 Internship (3)
_____	_____	AR 499 Senior Review (0)

OTHER FM MAJOR COURSEWORK: (24-26 hours)

_____	_____	FM 219 Retailing (3)
_____	_____	FM 308 Apparel Development and Analysis (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# _____

^{LE} –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

^W = W course option available.

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Required Business Minor: (15 hours)

_____	_____	AC 200 Survey of Accounting (3)
_____	_____	MG 301 Principles of Management (3)
_____	_____	MK 315 Marketing (3)
_____	_____	MK 414 Consumer Behavior (3)
_____	_____	Business minor elective (3) _____

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.