

PROGRAM GUIDE**FMEJ 2023
FMCJ 2024 and beyond**

Western Michigan University

Fashion Merchandising

College of Education and Human Development

78 Total Credits (No Minor Required; 122 Credit Hours Needed for Graduation)

WES	PRE-REQS	COURSES		CR HR
REQUIRED CORE COURSES				
		FCS 1260 The Fashion Industry		3
		FCS 1550 Design Principles		3
		FCS 2020 Field Experience (300 clock hours) Apply at FCS		3
		FCS 2200 Textiles		3
	MATH 1100 with C or better OR ALEKS placement score of 30	FCS 2260 Fashion/Retail Buying (spring only)		3
	56+ hrs	FCS 3050 Professional Job Search Strategies		3
		FCS 3260 History of Fashion		3
	56+ hrs or instructor approval	FCS 3300 Entrepreneurship in FCS (fall only)		3
	FCS 1260; 2200; 2260 or 2220; 2300 or 2570; 88+ hrs	FCS 4220 Product Development (spring only)		3
	56+ hrs	FCS 5240 Socio-Psychological Aspects of Dress (fall only)		3
REQUIRED COURSES				
		FCS 2290 Fashion Merchandising (spring only)		3
		FCS 2570 Merchandising Technology (fall only)		3
	FCS 1550	FCS 3200 Visual Merchandising		3
	FCS 1260; MKTG 2500	FCS 3290 Promotion in the Merchandising Environment (spring only)		3
	FCS 1260	FCS 3320 Apparel Sourcing and Management (fall only)		3
	FCS 1260; 2260; 2290; MKTG 2500	FCS 4300 Merchandising Seminar (fall only)		3
	56+ hrs	FCS 5340 Consumer Behavior in Fashion (fall only)		3
	FCS 3320; 56+ hrs	FCS 5440 Global Aspects of Fashion (spring only)		3

Total Credits (54)

REQUIRED RELATED COURSES				
Level I: Quantitative Literacy		ACTY 2100 Principles of Accounting		3
Level I: Oral & Digital Comm		BUS 1750 Business Enterprise		3
Level I: Oral & Digital Comm OR Level II: Personal Wellness	Choose One:	COM 1040 Public Speaking OR COM 1700 Interpersonal Communication		3
	Choose One:	MGMT 2500 Organizational Behavior		3
	26+ hrs	MKTG 2500 Marketing Principles		3
	Choose One:	MKTG 2900 Intro to Food and CPG Industries OR MKTG 3600 Professional Selling OR MKTG 4750 International Marketing OR BUS 2200 Intro to Global Business		3
Level II: Societies and Cultures	MKTG 2500 MKTG 2500; 56+ hrs 26+ hrs			

Total Credits (18)

REQUIRED ELECTIVE COURSES: 6 HOURS MINIMUM				
Level I: Inquiry & Engagement		FCS 1090 Envision a Sustainable Life		3
		FCS 1240 Apparel Construction I (fall only)		3
		FCS 2050 Topics in FCS (Fashion related)		1-3
		FCS 2090 Family Resource Management		3
	FCS 1550	FCS 2530 Fashion Illustration (spring only)		3
Level III: Global Perspectives (DI)		FCS 3150 Global Ecology of the Family		3
	Department approval	FCS 4050 Travel/Study Seminar		1-4
	FCS 2020; 56+ hrs	FCS 4290 Internship (300-600 clock hours); Apply at FCS		3-6
	88+ hrs	FCS 5220 Topics in FCS (Fashion related)		1-3
	Department approval	FCS 5980 Independent Study		1-6

Up to 18 credit hours may be applied toward the Fashion Merchandising and Design: Merchandising major by successful completion of 1-6 courses at one of our approved partner institutions. Student may enroll in pre-approved courses at Regents University Fashion School (London) or Florence University of the Arts (Florence), usually in the junior or senior year. Off-campus study courses must be planned and approved in advance. Tuition and room and board rates of partner institutions apply for off-campus options. See your academic advisor or program faculty for more information.

