Northwood University
Four Year BBA/MBA Program
FASHION MARKETING & MANAGEMENT CURRICULUM

FRESHMAN YEAR				
FMM 1010 Introduction to Fashion Merchandising	3	FMM 2050 Textiles	3	
MGT 2300 Principles of Management	3	ENG 1200 Composition II	3	
ENG 1150 Composition I	3	MKT 2010 Principles of Selling	3	
ECN 2210 Principles of Microeconomics	3	MTH 1100 Finite Math ***OR***		
MIS 1050 Basic Computer Applications	3	MTH 1150 College Algebra ***OR***		
MKT 2080 Principles of Marketing	3	MTH 3100 Calculus	3	
FDN 1100 First Year Seminar I	1	ECN 2220 Principles of Macroeconomics	3	
		PSC 2010 Introduction to American Government	3	
		FDN 1200 First Year Seminar II	1	
	19		19	**38**
SOPHOMORE YEAR				
FMM 2010 Fashion Promotions & Visual Merchandising	3	FMM 3110 Apparel Analysis	3	
HIS 2100 Foundations of the Modern World I	3	HIS 2150 Foundations of the Modern World II	3	
ACC 2410 Fundamentals of Financial Accounting	3	3000/4000 Business Elective	3	
MTH 2310 Statistics I	3	NSC 2100 Environmental Science	3	
LAW 3000 Business Law	3	3000/4000 Psychology ***OR***		
SPC 2050 Speech	3	Sociology Elective	3	
		ACC 2415 Fundamentals of Managerial Accounting	3	
		FDN 3100 Career Development	1	
	18		19	**37**
SUMMER or COMPRESSED COURSES				
3000/4000 Humanities Elective	3	PHL 3100 Ethics	3	
	3		3	**6**
ADDITIONAL COURSE				
FMM 3990 Internship	3			
	3		0	**3**
JUNIOR YEAR				
FMM 3020 History of Costume	3	FMM 4120 Theories & Practice of Fashion Merchandising	3	
FMM 4030 Merchandise Buying	3	MGT 4800 Strategic Planning	3	
3000/4000 Math ***OR***		3000/4000 Civic Literacy Elective	3	
Natural Science Elective	3	3000/4000 Business Elective	3	
3000/4000 Business Elective	3	3000/4000 Global Understanding Elective	3	
FIN 3010 Financial Management	3	3000/4000 Elective	3	
PHL 4100 Philosophy of American Enterprise	3			
	18		18	**36**
SUMMER or COMPRESSED COURSES				
ENG 4010 Communications & Interpersonal Relations ***OR***		MGT 4250 Organizational Behavior	3	
Advanced Studies in English ***OR***				
Second Year Language Elective	3			
	3		3	**6**
		SEMESTER HOURS TO GRADUATE		**126**

2012-2013 Academic Year
6/11/2013