Northwood University
FASHION MARKETING & MANAGEMENT

FRESHMAN YEAR

MGT 2300 Principles of Management	3	MIS 1050 Basic Computer Applications	3	
ENG 1150 Composition I	3	ENG 1200 Composition II	3	
MKT 2080 Principles of Marketing	3	MTH 1100 Finite Math **OR** MTH 1150 College Algebra	3	
ECN 2210 Principles of Microeconomics	3	ECN 2220 Principles of Macroeconomics	3	
FMM 1010 Introduction to Fashion Merchandising	3	MKT 2010 Principles of Selling	3	
FDN 1100 First Year Seminar I	1	FDN 1200 First Year Seminar II	1	
	16		16	**32**

SOPHOMORE YEAR

ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Acc.	3	
HIS 2100 Foundations of Modern World I	3	HIS 2150 Foundations of Modern World II	3	
MTH 2310 Statistics I	3	SPC 2050 Speech	3	
PSC 2010 Intro to American Government	3	NSC 2100 Environmental Science	3	
FMM 2010 Fashion Promotions & Visual Merchand.	3	FMM 2050 Textiles	3	
	15		15	**30**

JUNIOR YEAR

FIN 3010 Financial Management	3	3000/4000 Elective	3	
LAW 3000 Business Law	3	3000/4000 Business Core Elective	3	
3000/4000 NSC or MTH Elective	3	3000/4000 PSY or SOC Elective	3	
3000/4000 HUM Elective (HUM, ART, LIT)	3	PHL 3100 Ethics	3	
FMM 3020 History of Costume	3	FMM 3110 Apparel Analysis	3	
		FDN 3100 Career Development	1	
	15		16	**31**
		FMM 3990 Internship (required)	3	**3**

SENIOR YEAR

MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3	
ENG 4010 Communication & Interpersonal Relations or Adv. Studies in Eng or Lang Elective	3	Global Understanding Elective	3	
PHL 4100 Philosophy of American Enterprise	3	Civic Literacy Elective	3	
3000/4000 Business Elective	3	FMM 4120 Theories & Practice of Fashion Merchandising	3	
		3000/4000 Business Elective	3	
	15		15	**30**
		SEMESTER HOURS TO GRADUATE		**126**

adapted 2010-2011 Academic Year