



Northwood University

Semester Curriculum Guide

FASHION, MARKETING & MANAGEMENT

FRESHMAN YEAR

MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3		
ENG 1150 Composition I	3	ENG 1200 Composition II	3		
		MTH 1100 Finite Math OR			
MIS 1050 Basic Computer Applications	3	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		
EXF	1				
	17		16		33

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		
EXF	1	MGT 340/SPC 440	1		
	16		16		32
		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		
		FMM 4120 Theories & Practice of Fashion Merchandising	3		
3000/4000 Business Elective	3	3000/4000 Business Elective	3		
	15		15		30
		SEMESTER HOURS TO GRADUATE			128