

FASHION MARKETING CONCENTRATION
Retail Merchandising & Management

Freshman

BURTL-105	Intro to RMM [Fall]	1
BURTL-222	Computer App.	2
BURTL-212	Trend Forecasting	3
BURTL-127	Basic Merchandising	3
ENGL-101	English-Composition	3
ENGL-102	English-Read/Write	3
SPCOM-100	Fundamentals of Speech	2

Senior

BURTL-327	Store Mgt (BURTL-430,senior)	3
BURTL-425	Cur.Retail Strat. (BUMKG-438)	2
BURTL-426	Fashion Retail Practicum	4

Electives 10

Freshman/Sophomore

APRL-140	Textiles	3
BURTL-229	Visual Merchandising	3
BUMGT-304	Principles of Management	3
BUMKG-330	Principles of Marketing	3
	Gen.Ed./MATH	4
ECON-210	Principles of Economics I	3
	General Education	5

Optional Experiences Available

BURTL-449	Co-op/Internship	1-6
BURTL-477	AIU Study in London	16
BURTL-419	National Study Tour	1

Sophomore

APRL-202	Qual.Anal.(APRL-140)	3
BUACT-206	Intro to Fin.Acctg (soph)	3
BURTL-329	Fashion Promo (BURTL-227)	3
ECON-215	Principles of Economics II	3
BURTL-350	Mktg. Aging & Minorities	2
	General Education	6

**Identify the remaining Gen.Ed. courses
(Course # and title) by area. Indicate
Ethnic Studies courses by level (A, B, C.)**

ES	Gen. Ed. Courses	Cr
	Analytic Reasoning	2
	Health/Physical Fitness	2
—	_____	—
—	_____	—
	Humanities/Fine Arts	9
—	_____	—
—	_____	—
—	_____	—
	Social & Behavioral Science	6
—	_____	—
—	_____	—
	Natural Science	4
—	_____	—
—	_____	—
	Technology	2
	Gen. Ed. Elective	2

Sophomore/Junior

BUMKG-346	Target Mktg (BUMKG-330)	3
BURTL-319	Inter Econ Trends in T/C	3
	Writing Selective	3
	Speech Selective	2
	General Education	5

Junior

BUMKG-438*	Industrial Distribution	3
BURTL-430	MPC (GE math, BUACT-206)	4
PSYC-370**	Interpersonal Effect.	2
	General Education	7

Junior/Senior

BURTL-417	Soc/PsychAsp.Clothing -or-	
APRL-411	History of Fashion	3
PSYC-382	Human Resource Mgt.	3
BURTL-335	Special Topics – or -	
BURTL-322	Merch. Mktg. Apparel Line	2
	General Education	4

* Substituted for BURTL-389 Logistics.

**Course can be taken at any classification.