

Marketing FASHION MERCHANDISING 2017-2018

	Name:	
	ID:	
	Date:	
	Advisor Contact:	
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Major Requirements: 25.5units

A grade of "C" or better is required in the following courses

CERTIFICATE OF ACHIEVEMENT (F.2152.CA)	C-ID	Units	Completed	In Progress	Planned
ART 7, Beginning Drawing		3			
BA 51, Business Planning & New Venture Launch		1.5			
MKTG 10, Principles of Marketing		3			
MKTG 11, Selling and Sales Management		3			
MKTG 12, Advertising and Promotion		3			
MKTG 14, Retailing		3			
MKTG 17, Visual Merchandising		3			
MKTG 21, Digital Marketing		3			
MKTG 22, Introduction to Fashion Merchandising		3			

Notes:

- 1. This curriculum is designed to prepare students for employment in the field of Fashion Merchandising.
- 2. Some of the above courses may have prerequisites. See the catalog or schedule of classes.
- 3. The <u>Certificate of Achievement</u> requires completion of the <u>major</u> (25.5 units) with a "C" or better grade in each course.