

**Curriculum Guide for a Major in
FASHION MERCHANDISING**

First Year (I)

HES 101	Fashion Merchandising at Fontbonne	1
HES 106	Essentials of Fashion	3
HES 108	Fundamentals of Sewing Technologies	1
COM	Oral Communication (COM 102 preferred/GER*)	3
ENG 101	Composition I (GER*)	3
GOV 101	US & MO Constitutions (GER*)	1
PSY 100	or SOC 100 (GER*)	3
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Summer First Year

CHM 102	Essentials of Chem/Lab (GER*)	4
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Sophomore Year (I)

HES 200	Apparel Product Dev. (P)	4
HES 201	Career Seminar I	1
HES 202	Textiles (P)	3
HES 291	Foundations in Human Environ. Sciences	3
BUS 233	Principles of Marketing	3
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First Year (II)

HES 105	Personal, Prof., & Cultural Dress	3
HES 107	The Fashion Industry	3
ENG 102	Composition II (GER*)	3
MTH	Mathematics (GER*)	3
CIS	CIS 110 or CIS 111 (GER*)	3
INT 199	Information Navigation and Evaluation (GER*)	1
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Sophomore Year (II)

HES 205	Apparel Prod. & Evaluation (P)	4
HES	Nutrition requirement: HES 213, 214, or 119	2-3
FINE ARTS	Art/Music/Theatre (GER*)	3
PHL	Philosophy 110 or 260 (GER*)	3
BIO 108	Introduction to Life Science with Lab	3
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**MAJOR APPROVAL REQUIRED DURING SECOND SEMESTER SOPHOMORE YEAR.
TRANSFER STUDENTS APPLY AT BEGINNING OF SECOND SEMESTER AT FONTBONNE.
RELATED WORK EXPERIENCES ESSENTIAL BY BEGINNING OF JUNIOR YEAR.**

Junior Year (I)

HES 308	History of Costume (P)	3
HES 309	F.M. Strat. I: Store Plan. & Vis. Merch. (P)	4
HES 459	Internship Preparation Seminar	2
ENG	Literature (GER*)	3
REL	Religion (F)	3
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Junior Year (II)

HES 310	F.M. Strat. II: Promotion In Merch. Env. (P)	4
HES 397	Advocacy in Professional Practice (GER*)	3
BUS	Elective-Consult with advisor	3
HST	History (GER*)	3
	Minor/Elective	3
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Summer Junior Year

HES 460	Internship (summer or fall) (P)	4-6
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Senior Year (I)

HES 405	Princ. of Fashion Merch. & Management (P)	3
HES 460	Internship (summer or fall) (P)	4-6
	Minor/Elective Course	3
	Minor/Elective Course	4
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Senior Year (II)

HES 307	Fashion Behavior & Forecasting (P)	3
HES 406	Merch. Buying: Planning & Control (P)	3
HES 497	Senior Synthesis in HES (P)	3
	Minor/Elective Course	3
	Minor/Elective Course	3-4
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**To be eligible for Major Approval in Fashion Merchandising, a student must must maintain a cumulative
2.5 GPA for HES courses and their prerequisites. This must be maintained to remain in the program.**

Req.: Human Environmental Sciences	60-63 semester hours
Req.: Non-Human Environmental Sciences	48 semester hours
Minor Courses/Electives:	17-20 semester hours
Total hours for graduation	128 semester hours

GER* = General Education Requirement
(F) indicates Fontbonne University Graduation Requirement
(P) indicates that a prerequisite is required for this course. Please refer to the University catalog for more information

BACCALAUREATE DEGREE REQUIREMENTS

All students seeking the baccalaureate degree must adhere to the following requirements:

1. Fontbonne University requires a minimum of 128 credit hours with a minimum cumulative grade point average (GPA) of 2.0 on a 4.0 scale. A department or program may require a higher minimum cumulative GPA for the degree, major requirements, certificate, etc. The Fashion Merchandising program requires a minimum cumulative 2.5 GPA in all HES courses and their prerequisites.
2. At least 32 of the 128 credit hours to be completed at Fontbonne University to meet the minimum residency requirement.
3. Completion of the minimum 42 credit hour general education requirement.
4. Completion of all requirements for the major as stipulated by the department in which the major program is offered.
 - a. Completion at Fontbonne of a minimum of 50 percent of the credit hours required for the major, minor, concentration or certificate.
 - b. Completion at Fontbonne of a minimum of 15 credit hours of the major requirements as upper division (300/400 level) course work.
 - c. Completion of a capstone course/experience.
 - d. Completion of the minimum cumulative grade point average required for the major.
 - e. Completion of each course required for the major, minor, concentration, or certificate with a minimum of a C- grade.
5. Completion of a minimum of one course in religion as a graduation requirement. This course must be completed with a letter grade.
6. Completion of all degree/graduation requirements.
7. Completion at Fontbonne of the final 12 credit hours applicable to the degree. A student may not take courses required for the degree at another institution during the semester in which the degree is conferred. The student should not take inter-institutional courses during the semester in which the student expects to graduate due to the unavailability of a timely final transcript from the other institution's registrar's office.

MAJOR APPROVAL

A student is not officially accepted in a major until the major approval process has been successfully completed. A student who enters Fontbonne as a first year must obtain major approval during the spring semester of the sophomore year, usually after completion of 45 credit hours at Fontbonne. Transfer and second degree-seeking students must also obtain major approval. Ordinarily, this is done after completing the equivalent of one full-time semester (a minimum of 12 credit hours) at Fontbonne.

The student must complete an application form for major approval (available in the registrar's office). To receive major approval the student must be in good standing and meet the department requirements for the major. A student who does not meet the requirements for major approval may be accepted into the major with qualifications that must be met within a specific time frame, or a student may be rejected from the major. No department is obligated to approve a request for major approval merely because a student has accumulated the specified minimum number of credit hours in that area.

Additional Coursework

A student pursuing two majors must obtain major approval from the department chairperson of each major in order to assure proper advising. Students pursuing a minor should also inquire about any curriculum changes. The HES Department does not administer these programs.

Fashion Merchandising majors are encouraged to select a minor or a group of courses from the choices listed below

Minor in Business Administration

BUS 202 Principles of Macro Economics
BUS 205 Financial Accounting I
BUS 230 Management Principles
BUS 233 Marketing Principles
BUS 343 Managerial Finance I
CIS 100 Computer Tech: Issues & Applications
MTH 115 Intro. to Statistics

Minor in Graphic Design

ART 110 Design
ART 115 Intro to Graphic Design I
ART 215 Graphic Design
ART 280 Photography
ART 302 Web Design
ART 318 Digital Imaging
ART 400-level graphic design course

Public Relations (not a minor)

ART 115 Intro to Graphic Design I
BUS 233 Marketing Principles
COM 208 Newspaper Workshop
COM 250 Principles of Public Relations
COM 340 Cases and Campaigns
ENG 309 Journalism: Reporting and Education Writing
ENG 310 Journalism: Feature Writing and the Interview
BUS 336 Advertising

Recommended

COM 360 Practicum in PR (1-6 credits)
COM 450 Internship in PR (1-6 credits)

Minor in Advertising

ADV 201 Introduction to Advertising
ADV 301 Advertising Strategies
ADV 320 Advertising Copywriting
ART 115 Intro to Graphic Design I
BUS 233 Principals of Marketing
BUS 357 Consumer Behavior* (pending approval)
COM 260 Intro to Mass Media
BUS 369 Marketing Research