

BS with a Major in Electronic Merchandising

Following is one suggested four-year degree plan. Students are encouraged to see their adviser each semester for help with program decisions and enrollment.

**See the University Core Curriculum section of this catalog for approved list of course options.*

BS with a Major in Electronic Merchandising

FRESHMAN YEAR

| FALL | HOURS |
|---|----------|
| ECON 1100, Principles of Microeconomics (may be used to satisfy Social and Behavioral Sciences requirement*) | 3 |
| ENGL 1310, College Writing, or ENGL 1313, Computer Assisted College Writing I* | 3 |
| JOUR 2010, Principles of Advertising | 3 |
| HIST 2610, United States History to 1865* | 3 |
| SMHM 2490, Introduction to Fashion Merchandising, or SMHM 2400, Introduction to Home Furnishings | <u>3</u> |
| Total | 15 |

SOPHOMORE YEAR

| FALL | HOURS |
|--|----------|
| ACCT 2020, Accounting Principles I | 3 |
| BCIS 2610, Introduction to Computers in Business | 3 |
| HIST 2620, United States History Since 1865* | 3 |
| PSCI 1040, American Government* | 3 |
| SMHM 2750, Consumers in a Global Market (may be used to satisfy Cross-cultural, Diversity and Global Studies requirement*) | 3 |
| Elective | <u>1</u> |
| Total | 16 |

JUNIOR YEAR

| FALL | HOURS |
|--|----------|
| CECS 3260, Web Authoring | 3 |
| SMHM 3510, Merchandising Problems | 3 |
| SMHM 3750, Consumer Studies in Apparel and Home Furnishings | 3 |
| SMHM 3850, Promotion of Apparel and Home Furnishings | 4 |
| Natural Sciences* | <u>3</u> |
| Total | 16 |

FRESHMAN YEAR

| SPRING | HOURS |
|---|----------|
| ECON 1110, Principles of Macroeconomics | 3 |
| ENGL 2700, Technical Writing* | 3 |
| MATH 1190, Business Calculus | 3 |
| SMHM 2360, Aesthetics and Environment | 3 |
| SMHM 2650, Textiles | 3 |
| Elective | <u>1</u> |
| Total | 16 |

SOPHOMORE YEAR

| SPRING | HOURS |
|--|----------|
| ACCT 2030, Accounting Principles II | 3 |
| CECS 3220, Computer Graphics | 3 |
| MSCI 2710, Data Description and Analysis with Spreadsheets | 3 |
| PSCI 1050, American Government* | 3 |
| SMHM 1450, Principles of Nutrition* Visual and Performing Arts* | <u>3</u> |
| Total | 18 |

JUNIOR YEAR

| SPRING | HOURS |
|------------------------------------|----------|
| MKTG 3650, Principles of Marketing | 3 |
| SMHM 3450, Presentation Techniques | 3 |
| SMHM 4090, Virtual Merchandising | 3 |
| MKTG or JOUR Elective | 3 |
| Natural Sciences* | <u>4</u> |
| Total | 16 |

| SENIOR YEAR | | SENIOR YEAR | |
|--|--------------|---|---------------|
| FALL | HOURS | SPRING | HOURS |
| MKTG 4600, Retailing | 3 | SMHM 3500, Internship | 6 |
| SMHM 3380, Global Home Furnishings Industry, or SMHM 4010, Global Textiles and Apparel | 3 | SMHM 4850, Brand Development MKTG or JOUR Elective | 3 <u>3</u> |
| SMHM 4660, Advanced Merchandising Applications | 3 | Total | 12 |
| SMHM 4750, Managing a Diverse Workforce | 3 | | |
| Humanities* | <u>3</u> | | |
| Total | 15 | | |

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed in the above plan.*