

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 4660, Advanced Merchandising Applications	3
SMHM 4650, Private Label Merchandising	3	MKTG or JOUR Elective	<u>3</u>
SMHM 4750, Managing a Diverse Workforce	3	Total	12
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.*