

B.S. in Fashion Merchandising and Management

Fashion Merchandising and Management majors study the high-energy field of the global apparel industry. Through an extensive 120 credit curriculum, students are introduced to the fast-paced marketplace of fashion from New York to China. Intensive core courses in the Fashion merchandising and Management Program prepare majors to become apparel buyers, fashion merchandisers, apparel and textile managers, fashion coordinators and directors, fashion consultants and fashion industry entrepreneurs. To ensure success in the highly competitive managerial field of fashion, the FMM program requires all majors to earn a "C" or higher in each FMM course and maintain a 2.5 GPA in all major-related coursework. To receive the bachelors degree, FMM majors must complete 51 credit hours of specific General Education courses (including courses with the following designations: (W) Writing Intensive;(A) African-American Heritage (in addition to AAS 210); (G) Global and (I) Information Literacy; 54 credit hours of FMM core courses and FMM required electives, 6 credit hours of specific business courses and 9 credits of recommended free electives.

Students majoring in Fashion merchandising and Management (FMM) will complete four levels of instruction towards the Bachelors of Science degree.

Level 1 - FMM majors take FMM 101: Global Textiles and Apparel Production and FMM 102G: Global Apparel Retailing. The next level is Level 2 where students move to introductory fashion merchandising and fashion management courses.

Level 2 - FMM majors take core courses FMM 201: Fashion Merchandising I and FMM 202: Fashion Management I. Additionally, on Level 2, FMM majors are required to take core courses FMM 203: History of Apparel I & FMM 204: History of Apparel II, plus FMM 205: Visual Merchandising and FMM 206: Fashion Marketing. Two FMM electives are to be completed at this stage.

Level 3 – The focus of the curriculum will shift to grooming the student for a leadership, managerial role in the fashion industry. FMM majors are required to complete FMM 301; Fashion Merchandising II and FMM 32: Fashion Management II in preparation to take the core course that prepares students to become apparel buyers and analysts. The course is FMM 305: Merchandise Buying and Planning. Two more of the four required FMM electives are to be completed at this stage. Lastly, on Level 3, the student will complete FMM 306; Professional Development, which is taken prior to the student beginning a required internship in the apparel industry.

Level 4 - FMM majors are readied to enter either the apparel industry or graduate school. Three core courses are required to prepare the FMM major to make the decision to begin a career or enter a master's degree program. The three courses are FMM 401: Fashion Research and Theories, FMM 405: Fashion Entrepreneurship and FMM 406: Apparel Industry Internship. The internship course is offered during the Summer semesters only.

FMM Program and the Walmart Scholarship

On an annual basis, Walmart offers two \$5,000 scholarships to Fashion Merchandising and Management majors. The two recipients become Walmart Scholars for a year. Junior and senior FMM Majors who are in good academic standing will be considered for the scholarship. The recipients are announced at the Annual FMM Fall Open House.

FMM Special Events and Student Organization

On a recurring basis, the Fashion Merchandising and Management [FMM] offers these four special events:

- The Annual FMM Fall Open House on the first Tuesday in December. Keynote speakers have been executives from Walmart, Saks Fifth Avenue, Bloomingdale's, H & M and BET (Black Entertainment Television).
- The biennial FMM Fashion Show takes place during the Fall semester of each even-numbered year. The event is competitive and FMM majors enrolled in the elective course FMM 402: Fashion Direction and Styling serve as the show's coordinators and fashion stylists. Major apparel retailers furnish the clothing featured in the show. The gender of the models alternates each show. The next fashion show is set for Fall 2010 and will feature male models.
- The biennial FMM Fashion Entrepreneurship Expo takes place during the Spring semester of each even-numbered year. The event is competitive and FMM majors enrolled in the core course FMM 405: Fashion Entrepreneurship create and exhibit fashion-oriented business plans for a panel of judges. The campus community is invited to participate as honorary judges as well. The next FMM Fashion Entrepreneurship Expo is set for Spring 2010 and will feature the business theme, "2010: Fashion Trends for a New Decade".
- The FMM Program has a student organization of the International Council of Shopping Centers [ICSC].

How to Apply

All applicants to this program must be accepted by and agree to attend Cheyney University of Pennsylvania. The FMM Program accepts students on a continuing basis. Accepted students must make an appointment to meet with the FMM Program Coordinator.

FASHION MERCHANDISING AND MANAGEMENT CURRICULUM WORKSHEET

Professional Studies Department

Bachelor of Science Degree

2010-2011 AY

| NAME: | | | | |
|---|------------------------------------|-----------|-----|-------|
| EMAIL: | | | | |
| PHONE: | | | | |
| GENERAL EDUCATION | | | | |
| COURSE NUMBER | COURSE NAME | CR | Sem | Grade |
| I. CORE REQUIREMENTS | | | | |
| Essential Skills (15 Credits) | | | | |
| HEN 112 | English I | 3 | | |
| HEN 113 | English II | 3 | | |
| HEN 114 | Speech | 3 | | |
| EDU110 | Intro. Interp. & Analysis | 3 | | |
| HPH110 | Critical Thinking | 3 | | |
| Mathematics (3 credits) | | | | |
| MAT | Survey of College Math (or higher) | 3 | | |
| African-American Experience (3 credits) | | | | |
| AAS210 | A-A Experience in a Global Context | 3 | | |
| Freshmen Experience (2 credits) | | | | |
| GAC 101 | Freshmen Seminar I | 1 | | |
| GAC 102 | Freshman Seminar II | 1 | | |
| <small>Note: All Core requirements must be complete before a student is considered a Junior.</small> | | | | |
| II. DISTRIBUTION REQUIREMENTS (Can Not Be Major Courses) | | | | |
| Humanities (6 credits)* | | | | |
| | Humanities course I | 3 | | |
| | Humanities course II | 3 | | |
| <small>*Satisfactory courses include literature, language, theater, music, arts, & philosophy.</small> | | | | |
| Foreign Language (6 credits)** | | | | |
| | Foreign Language I | 3 | | |
| | Foreign Language II | 3 | | |
| <small>**Must be in the same language.</small> | | | | |
| Social Sciences (6 credits)*** | | | | |
| | Social Science Elective I | 3 | | |
| | Social Science Elective II | 3 | | |
| <small>***Courses include anthropology, economics, geography, history, political science, psychology & sociology.</small> | | | | |
| Natural Science (6 credits)® | | | | |
| S | Natural Science Elective I | 3 | | |
| S | Natural Science Elective II | 3 | | |
| <small>®Satisfactory courses include biology, chemistry, physics, earth or space science.</small> | | | | |
| Health & Wellness (4 credits) | | | | |
| REC 111 | Health & Wellness | 2 | | |
| REC | Physical Education | 1 | | |
| REC | Physical Education | 1 | | |
| TOTAL CREDITS IN GENERAL EDUCATION | | 51 | | |
| III. INTENSIVE COURSES | | | | |
| | Writing Course (W) | | Sem | Grade |
| | Writing Course (W) | | | |
| | Writing Course (W) | | | |
| | Global Course (G) | | | |
| | A-A Heritage course (A) | | | |
| | Information Literacy course (I) | | | |
| <small>†This course may have one or more prerequisites that students must display proficiency in or satisfy through successful completion of the pre-requisite course(s).</small> | | | | |

B.S. in Hotel, Restaurant and Tourism Management

| ADVISOR: | | | | |
|---|---|------------|-------|-------|
| ENTERED: | | | | |
| ANT. GRADUATION: | | | | |
| DATE LAST UPDATED: | | | | |
| COURSE NUMBER | COURSE NAME | CR | Sem | Grade |
| REQUIRED MAJOR COURSES (45 credits) | | | | |
| FMM 101 | Global Textiles and Apparel Production | 3 | | |
| FMM 102 | Global Apparel Retailing (G) | 3 | | |
| FMM 201 | Fashion Merchandising I | 3 | | |
| FMM 202 | Fashion Management I | 3 | | |
| FMM 203 | History of Apparel I | 3 | | |
| FMM 204 | History of Apparel II | 3 | | |
| FMM 205 | Visual Merchandising | 3 | | |
| FMM 206 | Fashion Marketing | 3 | | |
| FMM 301 | Fashion Merchandising II | 3 | | |
| FMM 302 | Fashion Management II | 3 | | |
| FMM 305 | Merchandise Buying and Planning | 3 | | |
| FMM 306 | Professional Development | 3 | | |
| FMM 401 | Fashion Research and Theories | 3 | | |
| FMM 405 | Fashion Entrepreneurship | 3 | | |
| FMM 406 | Apparel Industry Internship | 3 | | |
| Total Required Major Credits | | 45 | | |
| REQUIRED FMM ELECTIVES (9 credits; choose 3) | | | | |
| FMM 303 | Specialty Merchandising -Footwear & Accessories | 3 | | |
| FMM 304 | Specialty Merchandising -Home Textiles | 3 | | |
| FMM 307 | Fashion Creativity & Big Ideas | 3 | | |
| FMM 308 | Fashion Seminar | 3 | | |
| FMM 402 | Fashion Direction and Styling | 3 | | |
| FMM 403 | Apparel Industry Analysis | 3 | | |
| FMM 404 | Apparel Industry Technologies | 3 | | |
| FMM 407 | Individualized Supervised Project | 3 | | |
| FMM 500 | Apparel Industry Study Tour | 3 | | |
| Total Major Electives Credits | | 9 | | |
| REQUIRED BUSINESS ELECTIVES (6 credits) | | | | |
| BCA 111 | Accounting | 3 | | |
| BCA 331 | Business Law | 3 | | |
| Total Business Electives Credits | | 6 | | |
| FREE ELECTIVES (9 credits) | | | | |
| | Upper Level Free Elective 1++ | 3 | | |
| | Upper Level Free Elective 2++ | 3 | | |
| | Free Elective 1 | 3 | | |
| Total Free Elective Credits | | 9 | | |
| TOTAL CREDITS FOR GRADUATION | | 120 | | |
| A 2.0 overall cumulative GPA is required for graduation. | | | | |
| DEVELOPMENTAL/REMEDIAL COURSES+++: | CR | Sem | Grade | |
| ERE 001 | Reading & Study Skills | | | |
| HEN 011 | Elements of Writing | | | |
| MAT 001 | Basic Math | | | |
| MAT 002 | Elementary Algebra | | | |
| <small>++PASSHE Policy 1990-06-A holds that elective course selection is encouraged.</small> | | | | |
| <small>+++Credits earned for developmental/remedial courses do not count towards the 120 credits required for graduation.</small> | | | | |