B.A. Degree
Fashion Merchandising Major
2025/2026 Catalog

Student Name _____

Id No _____

Previous Degree: _____ A.A. _____ A.S. _____ Bachelor's

Where/term degree earned _____

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2026. If the student defers admission to fall 2026 or after, the student must contact the adviser to change to the subsequent catalog.

Women's College students must complete the GOLD Program Curriculum. The number of courses required will be based on the number of hours of transfer credit accepted.

If the student transfers fewer than 24 post-secondary school hours to Brenau, one of the following courses is required to graduate: AS 100W/AS 110/AS 111 (depending on program). _____

Liberal Education:

The Liberal Education program is divided into four portals. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. ***If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student's program is considered complete.***

World Understanding	***Term***	***Grade***	***Course Number & Title***
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	*Satisfied by a major course.*		
Civic Engagement (3 hrs)	_____	_____	_____

Scientific & Analytic Curiosity			
Mathematics (3 hrs)	*Satisfied by a major course.*		
Science (7-8 hrs)	_____	_____	_____
(Must include at least one 4 hour lab science.)	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	_____

Artistic & Creative Imagination			
Fine Arts (3 hrs)	*Satisfied by a major course.*		
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	HL _____ Title: _____
	_____	_____	DA/LS/*or* LF _____ Title: _____
	_____	_____	DA/LS/LF/*or* HL _____ Title: _____

Note: For Lifetime Fitness, Women's College students must take the three, one-hour courses as outlined above. LF 199 can count as either activity (LF) or classroom (HL) p.e.

Communication & Language Fluency			
Writing (6 hrs)	_____	_____	EH 101 Written Communication
	_____	_____	EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	_____
Modern Language (0-3 hrs)	_____	_____	_____ Modern Language at level 102 or higher
	Must complete language through the high beginner level (102 or equivalent. If 101 & 102 are taken, 101 can be applied toward the Communication requirement or used as a general elective. May be placed into 102 via WebCape or exempted by competency exam (BYU FLAT test or CLEP).		
Communication (3 hrs)	*Satisfied by a major course.*		

Comments:

_____

_____

_____ Needs English Placement Exam

Program Plan Revised by: _____

_____

Date: _____

_____

Revised 10/2025

B.A. Degree – 2025/2026
Major: Fashion Merchandising

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All major courses must have a grade of C or higher.
Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50.
All courses are 3 hours unless otherwise noted in ( )

Foundation Course: (3 hours)

Term Grade Crs # (crd)

_____ _____ MS 100/101/111/210 (Quant Lit, Coll Alg, Precalc, Calc) LE

Major Requirements:

FD/FM CORE: (42 hours)

_____ _____ AR 101 Foundations: 2D & 3D Design LE
_____ _____ AR 102 Foundations: Color LE
_____ _____ FM 101 The Fashion Industry
_____ _____ FD 171 Apparel Construction
_____ _____ GR 207 Digital Graphic Design LE
_____ _____ FM 220 W Sustainability & Ethics LE
_____ _____ AH 224 Art History II LE
_____ _____ FM 235 W Dress, Society & Culture
_____ _____ FM 242 Fashion Textiles
_____ _____ AR 299 Sophomore Review (0)
_____ _____ FM 305 W Fashion History I
_____ _____ GR 308 Adv. Digital Graphic Design
_____ _____ FM 316 W Fashion History II
_____ _____ FM 385 Professional Development
_____ _____ FM 490 Internship
_____ _____ AR 499 Senior Review (0)

OTHER FM MAJOR COURSEWORK: (24-26 hours)

_____ _____ FM 219 Retailing
_____ _____ FM 308 Apparel Development and Analysis
_____ _____ FM 329 Merchandise Buying
_____ _____ FM 350 Visual Merchandising & Promotion
_____ _____ FM 365 Fashion Show Production
_____ _____ FM 425 Merchandising Portfolio & Capstone
_____ _____ Art & Des/Business Elect (3-4) Crs# _____
_____ _____ Art & Des/Business Elect (3-4) Crs# _____

LE –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

W = W course option available.

Required Business Minor: (15 hours)

_____ _____ AC 200 Survey of Accounting
_____ _____ MG 301 Principles of Management
_____ _____ MK 315 Marketing
_____ _____ MK 414 Consumer Behavior
_____ _____ Business minor elective _____

Notes:

Electives: Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student's transcript. Electives needed for graduation can be calculated simply by:

Adding
The total number of hours on the student's transcript
(available in CampusWEB)
- hours earned for courses taken at the developmental level
+ courses currently registered for
+ courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student's transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student's responsibility to contact the Registrar's Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.

Residency requirement:
A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours.

Note: Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.

This program plan is not an official document. It is a tool to assist the student and adviser in schedule planning.

This program plan was prepared by the Registrar's Office.
Revised 10/2025