

FAMILY AND CONSUMER SCIENCES - FASHION MERCHANDISING (BACHELOR OF SCIENCE)

The concentration in Fashion Merchandising offers the educational background needed for positions as buyers, managers, and consultants for retail stores and related businesses in the area of fashion merchandising.

In addition to courses noted below, candidates for graduation must successfully complete all JSU Academic Regulations. More information about Jax MIX requirements (<https://catalog.jsu.edu/undergraduate/jax-mix-requirements/>) and Alabama Transfers equivalents (<https://catalog.jsu.edu/undergraduate/alabama-transfers-equivalents/>) can be found in their respective section of the catalog.

Freshman

Fall		Hours
Jax MIX Communication: EH Composition sequence		3
Jax MIX Inquiry: Science		4
MS 110	Finite Mathematics (or higher - Jax MIX Communication)	3
Jax MIX Experience: History		3
FCS 202	Seminar in Family and Consumer Sciences	3
SSC 101	First Year Experience	0
Hours		16
Spring		
Jax MIX Communication: EH Composition sequence		3
Jax MIX Inquiry: Science		4
EH 141	Speech (Jax MIX Communication)	3
Jax MIX Experience: History		3
FCS 131	Clothing Construction	3
Hours		16

Sophomore

Fall		
Jax MIX Expression: Literature sequence		3
EC 221	Principles of Microeconomics (Jax MIX Experience)	3
or EC 222	or Principles of Macroeconomics	
FCS 215	Introductory Nutrition	3
FCS 232	Textiles	3
FCS 331	Fashion Fundamentals and Merchandising	3
Hours		15
Spring		
Jax MIX Expression: Literature sequence		3
Jax MIX Expression: Fine Arts		3
PSY 201	Principles of Psychology (Jax MIX Experience)	3
or SY 221	or Introduction to Sociology	
CS 201	Introduction to Information Technology	3
FCS 335	Visual Merchandising	3
Hours		15

Junior

Fall		
MGT 301	Principles of Management	3
MKT 301	Principles of Marketing	3
FCS 352 & FCS 353	Child Growth and Development (WI) and Child Growth and Development Laboratory (WI) ¹	3
FCS 371	Management of Family Resources	3

General Electives		3
Hours		15
Spring		
ART 233	Design I	3
or ART 341	or Digital Literacy for Artists/Designers	
MKT 361	Sales/Sales Force Management	3
or MKT 371	or Customer Relationship Management	
MKT 378	Consumer Behavior	3
FCS 355	Family Life Education (WI)	3
FCS 481	Event Planning	3
Hours		15
Senior		
Fall		
COM 345	Social Media Strategy	3
or MKT 325	or Digital Marketing	
MKT 394	Retailing	3
or MKT 495	or Marketing Strategy (WI)	
MKT 488	Advertising and Promotions	3
FCS 431	Textiles and Apparel in the Global Economy	3
General Elective		2
Hours		14
Spring		
FCS 430	Senior Experiences in Fashion Merchandising	3
FCS 432	History of Fashion	3
FCS 434	Apparel Design	3
FCS 435	Merchandise Planning and Analysis	3
FCS 471	Family Housing and Interiors	3
Hours		15
Total Hours		121

¹ By advisement only, FCS 350, FCS 351, or FCS 360 may be used to satisfy FCS 352/FCS 353.