

FAMILY AND CONSUMER SCIENCES - MERCHANDISING (BACHELOR OF SCIENCE)

The concentration in Merchandising offers the educational background needed for positions as buyers, managers, and consultants for retail stores and related businesses in the area of 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	Hours
Jax MIX Expression: Literature sequence	3
EC 221 Principles of Microeconomics (Jax MIX Experience) or EC 222 or Principles of Macroeconomics	3
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) or SY 221 or Introduction to Sociology	3
CS 201 Introduction to Information Technology	3
FCS 335 Visual Merchandising	3
Hours	15

Junior

Fall	Hours
MGT 301 Principles of Management	3
MKT 301 Principles of Marketing	3
FCS 352 Child Growth and Development (WI) & FCS 353 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 or ART 341 or Digital Literacy for Artists/Designers	3
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MKT 361 Sales/Sales Force Management or MKT 371 or Customer Relationship Management	3
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 or MKT 325 or Digital Marketing	3
MKT 394 Retailing or MKT 495 or Marketing Strategy (WI)	3
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.