

**Digital Fashion and Merchandising Major**  
**Bachelor of Science**

Fall 2024 6/13/2024

	Cr Hrs	Cr Rec	Cr Bal	Prerequisites / Periodicity
General Education Requirements	45-49			
<b>Specific General Education Requirements</b>				
ECO 155 - Principles of Macroeconomics	3			
PSY 121 - Introductory Psychology	3			
<b>Core Requirements</b>				
DFM 101 - Fashion Fundamentals	1			Fall
DFM 201 - Trends in Fashion History	3			Spring
DFM 202 - Fashion Fabrics	3			Fall
DFM 210 - Fashion Technology	3			Declared DFM major or permission/ Fall/Demand
DFM 301 - Apparel Quality	3			"C" or better in DFM 202/ Spring
DFM 303 - Product Development	3			"C" or better in DFM 301/ Fall
DFM 304 - Fashion Law	3			Spring/ Demand
DFM 305 - Portfolio	1			Junior Standing/ Fall
DFM 306 - Industry Formulas and Calculations	3			MTH 130 or higher/ Fall
DFM 307 - Advanced Fashion Technology	3			"C" or better in DFM 210/Spring/Demand
DFM 403 - Professional Development	1			"C" or better in DFM 401 or DFM 402 or concurrent enrollment/ Fall
MKT 350 - Principles of Marketing	3			54 hours, PSY 121
MKT 351 - Consumer Market Behavior	3			MKT 350
<b>Complete one of the following options:</b>				
<b>Digital Design option</b>				
DFM 103 - Fashion Visuals	3			Fall/ Demand
DFM 270 - Intro to Digital Studio and Sustainable Fashion	3			Fall/ Demand
DFM 370 - Digital Apparel Materials	3			"C" or better in DFM 270/ Spring/Demand
DFM 371 - Digital Apparel Pattern Making	3			"C" or better in DFM 370/ Spring/ Demand
DFM 372 - Digital Flats and Specifications	3			"C" or better in DFM 307/ Fall/ Demand
DFM 402 - Internship in Digital Design	3			"C" or better in DFM 305, 306, 370, 371; permission/Summer
DFM 470 - Advanced Digital Practices	3			"C" or better in DFM 371/ Fall/ Demand
DFM 570 - Digital Senior Studios	3			"C" or better in DFM 470/ Spring/ Demand
<b>Merchandising option</b>				
DFM 362 - Digital Visual Merchandising	3			"C" or better in DFM 301/ Spring
DFM 401 - Internship in Merchandising	3			"C" or better in DFM 305, 306; permission/Summer
DFM 460 - Digital Merchandise Buying and Assortment Planning	3			"C" or better in DFM 306/ Spring
DFM 560 - Business Analysis	3			"C" or better in DFM 460 or concurrent enrollment/Spring
ITC 201 - Computer Applications for Business	3			
MGT 340 - Principles of Management	3			54 hours
MKT 354 - Principles of Advertising	3			MKT 350
MKT 365 - Introduction to Logistics	3			MKT 350

**Admission Requirements:**

Formal admission to the Digital Design and Merchandising major requires a passing grade in MTH 130 or higher.

**\*\*Grades of "C" or better are required in all DFM courses to advance to the next level of coursework and to graduate from this program.\*\***

Cr Rec - Credit hours received for courses completed. Cr Bal - Credit balance needed to fulfill requirements.

Electives, as needed to bring total credit hours to a minimum of 120 and upper division hours (300+) to 40.

**For advisement only. Consult appropriate catalog for degree requirements.**