

A.A.S. RETAIL MERCHANDISING •

TOTAL CREDITS: 60

Requirements for Matriculants

COLLEGE REQUIREMENTS

Successful completion of CUNY/ACT Tests in reading and writing and the COMPASS Math Skills Test with passing examination scores or developmental courses may be required.

One (1) Writing Intensive course in any discipline from any category below is required. Such courses are designated "W". Participation in a Learning Community that includes ENG 12 also satisfies this requirement.

ENG 01200.....	3 credits
ENG 02400.....	3
HE 01400	1

A passing score on the CUNY Proficiency Exam (CPE) is required for graduation and must be taken following the completion of 45 credits.

DEPARTMENT REQUIREMENTS§

ALL Majors Must take:

Fundamentals of Business (BA 01100).....	3 credits
Business Law (BA 01200).....	3
Principles of Marketing (BA 01400).....	3
Introduction to Computer Concepts (BA 06000).....	3
Elements of Marketing Management (RM 03100).....	3
Salesmanship (RM 03300)	3
Merchandising Planning & Control (RM 03400)	3
Seminar & Field Experience (RM 09200)	3

Plus, Select One of the Following Concentrations:

FASHION MERCHANDISING:

Textile & Non-Textile Analysis (FM 03500).....	3
Visual Merchandising and Display (FM 03600)	3
Fashion Merchandising (FM 03700).....	3
Fashion Sales Promotion (FM 03900)	3

MARKETING MANAGEMENT:

Fundamentals of Accounting I and II (ACC 01100).....	4
Advertising: Theory and Practice (BA 05200)	3
Consumer Behavior (RM 03000)	3

GENERAL EDUCATION REQUIREMENTS — 16 - 17 credits

Nine (9) credits from Groups A and B (a minimum of three (3) credits from each group plus three (3) more credits in another discipline from either Group A or B) plus seven (7) or eight (8) credits from Group C.

Group A — ARTS AND HUMANITIES.....3 - 6 credits
Art - Foreign Language - Literature – Media & Film Studies – Music - Philosophy - Speech - Theatre Arts
Excluded are Art studio, Music studio, Theatre production & skills courses

Group B — BEHAVIORAL AND SOCIAL SCIENCES3 - 6 credits
Anthropology – Economics - History – Political Science - Psychology - Sociology

Group C — MATHEMATICS AND SCIENCES7 - 8 credits
A mathematics course and a laboratory science course selected from:
Biology - Chemistry - Earth & Planetary Science – Physics

ELECTIVES – 0 to 3 credits sufficient to meet required total of60 credits

- This program is within the Business Department.
- § Consultation with the Department Advisor is required.