

# Bachelor of Science Occupational and Technical Studies with a Major in Fashion Merchandising (BS)

## Requirements

### Lower-Division General Education

Written Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written</a> )	6
Oral Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral</a> )	3
Mathematics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math</a> )	3
Language and Culture ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language</a> )	0-6
Information Literacy and Research ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information</a> )	3
Human Behavior ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior</a> )	3
Human Creativity ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity</a> )	3
Interpreting the Past ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret</a> )	3
Literature ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature</a> )	3
Philosophy and Ethics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy</a> )	3
The Nature of Science ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature</a> )	8
Impact of Technology ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact</a> )	3

Written Communication: Grade of C or better required in both courses

Information Literacy and Research: STEM 251G required

Human Creativity cannot be met by SEPS 223A

Human Behavior: ECON 200S required

Impact of Technology: satisfied by STEM 370T in the major

### Upper-Division General Education

- Option A. Approved Disciplinary Minor (a minimum of 12 hours determined by the department) or second degree or second major
- Option B. Interdisciplinary Minor (specifically 12 hours, 3 of which may be in the major)
- Option C. An approved Certification Program such as teaching licensure
- Option D. Two Upper-Division Courses from outside the College of Education and Professional Studies and not required by the major (6 hours)

### Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.

- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

### Fashion Merchandising Major

This major is designed to prepare students to enter the fashion industry to become buyers, fashion coordinators, and merchandise managers. Requirements are as follows:

#### General Education

Complete lower-division requirements	38-44
Complete upper-division requirements (minimum of 6 credit hours)	6

#### Fashion Merchandising

ACCT 201	Principles of Financial Accounting	3
SEPS 100	Sales Techniques	3
SEPS 102	Advertising and Promotion	3
SEPS 203S	Dress, Culture and Society	3
SEPS 208	Retail Merchandising and Buying	3
SEPS 220	The Fashion Industry	3
SEPS 234	Survey of Dress and Costume	3
SEPS 302	Workforce Supervision	3
SEPS 355	Fashion Consumer Behavior	3
SEPS 400	Instructional Systems Development	3
SEPS 402	Instructional Methods in Occupational Studies	3
SEPS 405	Directed Work Experience (summer only)	4
SEPS 415	Advanced Merchandising	3
SEPS 422	Fashion Product Development	3
SEPS 427	Fashion Marketing (fall)	3
SEPS 435	International Retailing	3
SEPS 440	Fashion Global Sourcing/Supply Chain Management	3
SEPS 456	E-Commerce and Social Media in Fashion	3
SEPS 480	Senior Project: Merchandise Retailing (Prerequisite SEPS 415)	3
SEPS 481	Occupational Career Transition	3
STEM 370T	Technology and Society (Writing Intensive)	3

Select four of the following or other advisor-approved electives: 12

SEPS 223A	Visual Merchandising and Display	
SEPS 367	Cooperative Education	
SEPS 409	Fashion Forecasting Market Trip	
SEPS 410	The Foreign Fashion Market Trip	
SEPS 420	Fashion Research (spring)	
SEPS 424	Fashion, Textiles, and Construction Analysis	
SEPS 495	Topics in Occupational Education	

**Total Credit Hours 120-126**

Elective credit may be needed to meet the minimum of 120 credits required for the degree.

\* Grade of C or better required

## Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
<b>Freshman</b>		
<b>Fall</b>		
ENGL 110C	English Composition (C or better required)	3
Oral Communication		3
Mathematics		3
SEPS 100	Sales Techniques	3
SEPS 102	Advertising and Promotion	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (C or better required) or Writing, Rhetoric, and Research: Special Topics	3
Interpreting the Past		3
STEM 251G	Computer Literacy: Communication and Information	3
SEPS 220	The Fashion Industry	3
SEPS 234	Survey of Dress and Costume	3
<b>Credit Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
Nature of Science I		4
Literature		3
SEPS 203S	Dress, Culture and Society	3
SEPS 208	Retail Merchandising and Buying	3
SEPS 355	Fashion Consumer Behavior	3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
Nature of Science II		4
Human Creativity		3
ACCT 201	Principles of Financial Accounting	3
ECON 200S	Basic Economics	3
Philosophy and Ethics		3
<b>Credit Hours</b>		<b>16</b>
<b>Summer</b>		
Foreign Language (if required; may be waived)		0-3
<b>Credit Hours</b>		<b>0-3</b>
<b>Junior</b>		
<b>Fall</b>		
SEPS 427	Fashion Marketing	3
SEPS 435	International Retailing	3
Fashion Elective		3
Minor or Upper-Division General Education		3

Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
SEPS 302	Workforce Supervision	3
SEPS 415	Advanced Merchandising	3
STEM 370T	Technology and Society (writing intensive; C or better required)	3
Fashion Elective		3
Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Summer</b>		
Foreign Language (if required; may be waived)		0-3
SEPS 405	Directed Work Experience	4
<b>Credit Hours</b>		<b>4-7</b>
<b>Senior</b>		
<b>Fall</b>		
SEPS 422	Fashion Product Development	3
SEPS 456	E-Commerce and Social Media in Fashion	3
Fashion Elective		3
Minor or Upper-Division General Education		3
<b>Credit Hours</b>		<b>12</b>
<b>Spring</b>		
SEPS 480	Senior Project: Merchandise Retailing	3
SEPS 481	Occupational Career Transition	3
Fashion Elective		3
Elective		3
<b>Credit Hours</b>		<b>12</b>
<b>Total Credit Hours</b>		<b>120-126</b>

## BA or BS to MBA (Master of Business Administration) Linked Program

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>) to develop an individualized plan of study based on the required coursework.

## BA or BS to MPA (Master of Public Administration) Linked Program

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the

bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (<http://catalog.odu.edu/graduate/business/public-service/>). For additional information, please contact the School of Public Service in the Strome College of Business.