



A.A.S. Fashion/Retail Marketing > B.A. Merchandise Management

Agreement Description: The purpose of this degree completion agreement is to provide a seamless transfer process for learners at Milwaukee Area Technical College to enter Mount Mary University for further education and credentials. The Merchandise Management major builds a student's skill in, and understanding of, retail distribution channels, management principles, buying and assortment planning, trend analysis and visual merchandising including store planning and design. This major prepares graduates for careers in merchandising, styling, store planning, fashion marketing, event planning and product development.

A.A.S. Fashion/Retail Marketing > B.A. Merchandise Management

DEGREE REQUIREMENTS / 128 credits	
MATC COURSES	MOUNT MARY COURSES
Fashion/Retail Marketing Courses	Merchandise Management Courses
MKTG 102 Marketing Principles (3 credits)	BUS 331 Principles of Marketing (3 credits)
MKTG 106 Retail Management (3 credits)	FSH 265 Global Retailing Principles (3 credits)
MKTG119 Visual Merchandising (3 credits)	FSH 319 Visual Presentation (3 credits)
MKTG 125 Advertising (3 credits)	<i>BUS 360 Advertising and Promotion (3 credits) MAY BE ACCEPTED IN BUSINESS MERCHANDISING MINOR, if chosen</i>
MKTG 175 Marketing Internship (1 credit)	FSH 398 Merchandise Management Internship (2 credits)
BADM 145 Small Business Management (3 credits)	<i>BUS 260 Intro to Entrepreneurship (3 credits) MAY BE ACCEPTED IN BUSINESS MERCHANDISING MINOR, if chosen</i>
MKTG 140 Fashion Analysis (3 credits)	FSH 107 Fashion Concepts and Careers
Math 123 Math with Business Applications (3 credits)	<i>DOES NOT MATCH MAT 111 College Algebra REQUIRED, prereq. FILLS CORE</i>
MKTG 104 Selling Principles (3 credits)	FSH 380 Special Topics in Merchandise Management
MKTG 107 Customer Services Management (3 credits)	FSH 380 Special Topics in Merchandise Management
MKTG 124 Apparel Marketing (3 credits)	FSH 380 Special Topics in Merchandise Management
MKTG 145 Special Events Management (3 credits)	FSH 380 Special Topics in Merchandise Management
EBUS Social Media Technologies (3 credits)	FSH 380 Special Topics in Merchandise Management
ACCTG 110 Financial Accounting (3 credits)	<i>BUS 211 Financial Accounting (4 credits) MAY BE ACCEPTED IN BUSINESS MERCHANDISING MINOR, if chosen and with approval of BUS faculty</i>
	Courses still needed
	Math 111 College Algebra (4 credits)
	ART 105 2-D Design and Color Theory (3 credits)
	FSH 235 Textiles (3 credits)
	FSH 321 History of Costume (3 credits)
	FSH 322 Product Analysis (3 credits)
	FSH 331 Trend Forecasting (3 credits)
	FSH 346 Merchandise Management Portfolio (2 credits)

	FSH 367 CAD for Merchandisers (3 credits)
	FSH 375 Fashion Show Coordination (3 credits)
	FSH 418 Buying and Assortment Planning (4 credits)
	GRD 232 Technology Principles: Adobe Photoshop and Illustrator (3 credits)
	BUS 340 Consumer Behavior (3 credits)
Core Courses (min. 48 credits)	
Philosophy/Theology (min. 10 credits)	
	Theology (min. 3 credits) (prereq. SEA 101)
	Philosophy (min. 3 credits) (prereq. SEA 101)
	SEA 101 Search for Meaning (4 credits)
Communication/Math (min. 11 credits)	
	Composition (min. 3 credits: ENG 120 required)
ENG 151 or 152 or ENG 201 English 1 (3 credits)	ENG 110 Composition I (prereq. for ENG 120)
ENG 202 (Not required in MATC major)	ENG 120 Composition II (3 credits)
	Communication (min. 2 credits)
SPEECH 201 Elements of Speech 1	COM 104 Public Speaking (2 credits)
Math 123 Math with Business Applications	Mathematics requirement (min. 3 credits at level 104 or higher) MAT 104 Contemporary Mathematics
FLANG any 200 level IF TAKEN	World Language (min. 3 credits or equivalency fulfilled)
Literature/Fine Arts (min. 9 credits) There are many courses that meet this requirement.	
	Fine Arts (min. 3 credits)
	(Met in Major with Art 105)
	Literature (min. 3 credits)
Option: Minimum 2 credits to complete the 9 credits required for the Core Literature and Fine Arts.	
Humanistics (min. 9 credits)	
	History (min. 3 credits)
	Behavioral Science (min. 3 credits)
ECON 195 Economics (3 credits)	BUS 301 Microeconomics (4 credits)
SOCSCI 197 Contemporary American Society (3 credits)	SOC 101 Intro to Sociology (4 credits)
PSYCH 199 Psychology of Human Relations (3 credits)	PSY 103 Intro to Psychology (4 credits)
Option (min. 3 credits) Choose three additional credits from any of the courses listed above under either Behavioral/Social Science or History . (met above)	
Natural Sciences (min. 3 credits)	
NATSCI 149 Intro to Geographic Information Systems (3 credits)	Meets science core (3 credits)
Elective credits or additional minor (about 42 needed to reach min. 128 credits)	
COMPSW 106 Intro to MS Office (3 credits)	BUS 111 Application Software (2 credits) ELECTIVE
ACCTG 110 Financial Accounting (3 credits)	
MATC Requires 6 credits of electives	
	FSH 277 New York Study Tour (offered every other year) (1 credit) FSH 374 Parish Merchandising Seminar (offered every other year) (2-3 credits)

* This chart represents only those courses required for an AAS in Fashion/Retail Marketing from MATC. A student may have accrued more credits, and up to 72 credits will be granted for courses at MATC in which a student has earned a grade of "C" (2.0) or better.



Transfer Contact Information

Schedule a Campus Visit

To schedule a campus visit online go to
<https://www.mtmary.edu/admissions/index.html>
or call (414) 930-3024

Transfer Admission Contacts

To speak to an Admissions Counselor your contacts are:

Antje Streckel Associate Director (414) 930-3468 streckea@mtmary.edu <i>Students with last names A-K</i>	Andrea Kurtz Associate Director (414) 930-3285 kurtza@mtmary.edu <i>Students with last names L-Z</i>
--	--

Financial Aid Contacts

To speak with a Financial Aid Counselor call (414) 930-3044

Faculty in the Fashion Program

Ashley Brooks
Instructor and Chair
Fashion
School of Arts and Design
(414) 930-3651
brooksa@mtmary.edu