

Department of Human Ecology
Fit-Advertising and Marketing Communications Option
Recommended Course Sequence
2013-2015

Freshman Year

Sem.	Grade	Fall Semester		
		ENGL 101	Basic Composition I	3
			Gen. Ed. Req. Area I*	3
			Gen Ed. Req. Area III**	3
		HUEC 100	First Year Experience Seminar	1
		SOCI 101	Introduction to Sociology	3
			Elective	3
				16

Junior Year

Sem.	Grade	Fall Semester		
		AC 111	Advertising & Promotion	3
		AC 114	Marketing for IMC	3
		AC 141	Journalism	3
		AC 171	Mass Communication	3
		CD 122	Digital Layout I	2
		FM 114	Intro to Fashion Industry	3
				17

Spring Semester

Sem.	Grade	Spring Semester		
		ENGL 001	English Proficiency Exam	0
		ENGL 102	Basic Composition II	3
		EXSC 111	Personalized Health & Fitness	3
			Gen. Ed. Req. Area I*	3
			Gen. Ed. Req. Area III**	4
		MATH 109	College Algebra or Higher	3
				16

Spring Semester

Sem.	Grade	Spring Semester		
		AC 221	Publicity Workshop	3
		AC 222	Sales Promotion	3
		AC 231	Advertising Copywriting	3
		AC 271	Audiences & Media	3
		AC 272	Research Methods in IMC	3
		IC 498	Internship (HUEC 399, 400)	4
				19

Sophomore Year

Sem.	Grade	Fall Semester		
		ACCT 288	College Accounting	3
		ECON 200	Principles of Economics I	3
		ENGL 203	Fund. of Contemporary Speech	3
			Elective	3
		FMCT 203	Intro to Fashion Forecasting	3
		PSYC 200	Introduction to Psychology I	3
				18

Senior Year

Sem.	Grade	Fall Semester		
		FMCT 341	Fashion Buying & Merch.	3
		FMCT 371	International Trade & Retailing Issues	3
		FMCT 381	Textiles I	3
		FMCT 441	Visual Merchandising	3
		HUEC 370	Professional Development	2
		HUEC 409	Post-Internship Seminar	1
		HUEC 495	Senior Seminar in Human Ecology	1
				16

Spring Semester

Sem.	Grade	Spring Semester		
		ECON 201	Principles of Economics II	3
		HUEC 230	Mult. Persp. of Fam. in the U.S.	3
		FMCT 300	Historic Costumes	3
		FMCT 361	Apparel Construction/Evaluation	3
			Elective	3
		MKTG 308	Principles of Marketing	3
				18

Spring Semester

Sem.	Grade	Spring Semester		
		FMCT 351	Fashion Buying & Merchandising II	3
		FMCT 382	Textiles II	3
		FMCT 490	Product Development	3
		HUEC 490	Consumer Motivation	3
		MKTG 314	Retail Management	3
				15

Total Credits Required: 135

NOTE: Must pass MATH 109, ACCT 201, ECON 200 and ECON 201 with "C" or better for Business Minor.

<p>* Gen. Ed. Area I - Arts and Humanities Select one course each from any two disciplines: Discipline A: Arts ARTS 101, ARTS 310, MUSI 100, MUSI 101, MUSI 109 Discipline B: History HIST 201, HIST 202 Discipline C: Language ASLS 203, ASLS 204, FREN 101, FREN 102, SPAN 101, SPAN 102 Discipline D: Literature ENGL 204, ENGL 205, ENGL 206, ENGL 207, ENGL 215, ENGL 218, ENGL 327, ENGL 328, ENGL 329, ENGL 401</p>	<p>** Gen. Ed. Area III - Biological and Physical Sciences Select two lecture courses and one laboratory course from the following: Lecture: ANSC 114, BIOL 101, BIOL 111, ENVS 101 BIOL 112, CHEM 101, CHEM 102, CHEM 111C, PHYS 101, PHYS 102, PHYS 161, PHYS 181H, PHYS 182H, PHYS 263, PLSC 184, NUDT 210 Labs: BIOL 103 (lab), CHEM 103 (lab), CHEM 104 (lab), CHEM 113 (lab), PHYS 103 (lab)</p>
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