

Curriculum Guide: B.S.B.A. in Fashion Merchandising & Brand Management

Four Year Curriculum Guide (Beginning with the 2026 catalog)

Year 1 - Fall Semester

Course #	Title	CR
ENG 101	English Composition I (Core 1)	3
MKT 233	Principles of Marketing	3
MGT 240	Introduction to Management	3
MIS 221	Information Technology	3
CORE	Institutional Requirement (Core 2)	3
		15

Year 1 - Spring Semester

Course #	Title	CR
ENG 102	English Composition II (Core 3)	3
FMBM 211	Clothing & Culture	3
CORE	Institutional Requirement (Core 4)	3
FMBM 111	Introduction to Fashion & Branding	3
CORE	Institutional Requirement (Core 5)	3
		15

Year 2 - Fall Semester

Course #	Title	CR
ACCT 201	Financial Accounting	3
FMBM 317	Fashion & Brand Forecasting (even FA)	3
CORE	Institutional Requirement (Core 6)	3
ECON 232	Microeconomics (Core 7)	3
CORE	Institutional Requirement (Core 8)	3
		15

Year 2 - Spring Semester

Course #	Title	CR
ACCT 202	Managerial Accounting	3
FM 316	Textiles (odd SP)	3
MAJOR	Major Elective (1)	3
ECON 233	Macroeconomics (Core 9)	3
MATH 108	Introductory Statistics (Core 10)	3
		15

Year 3 - Fall Semester

Course #	Title	CR
FIN 228	Financial Management	3
FMBM 417	Fashion & Brand History (even FA)	3
CORE	Institutional Requirement (Core 11)	3
MGT 319	Operations Management	3
MINOR	Minor Course (1)	3
		15

Year 3 - Spring Semester

Course #	Title	CR
MGT 223	Business Communications	3
MKT 416	Social Media Marketing	3
BUS 339	Internship	3
CORE	Institutional Requirement (Core 12)	3
CORE	Institutional Requirement (Core 13)	3
		15

Year 4 - Fall Semester

Course #	Title	CR
MAJOR	Major Elective (2)	3
FMBM 430	Visual Merchandising (odd FA)	3
BLAW 401	Business Law I	3
MGT 489	Senior Seminar	3
MINOR	Minor Course (2)	3
		15

Year 4 - Spring Semester

Course #	Title	CR
MGT 499	Senior Assessment	1
FMBM 416	Fashion Merchandising & Branding (odd SP)	3
MINOR	Minor Course (3)	3
MINOR	Minor Course (4)	3
CORE	Institutional Requirement (Core 14)	3
CORE	Institutional Requirement (Core 15)	3
		16

Total Credit Hours 121

This plan accommodates a 12 credit hour minor.

Refer to program evaluation for verification of program progress.

Institutional Requirements (CORE) - refer to catalog for specific guidelines/course options.

OFFICE OF ADMISSIONS

401 College Avenue Ashland, OH 44805

Phone: 419.289.5052 Fax: 419.289.5999

E-Mail: enrollme@ashland.edu