

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

Requirements

Lower-Division General Education

Written Communication (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written)	6
Oral Communication (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral)	3
Mathematics (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math)	3
Language and Culture (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language)	0-6
Information Literacy and Research (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information)	3
Human Behavior (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior)	3
Human Creativity (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity)	3
Interpreting the Past (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret)	3
Literature (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature)	3
Philosophy and Ethics (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy)	3
The Nature of Science (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature)	8
Impact of Technology (https://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact)	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 Management	3
SEPS 355	Fashion Consumer Behavior	3
STEM 365	Safety and OSHA Certification	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 456	E-Commerce and Social Media in Fashion	3
SEPS 480	Senior Project: Merchandise Retailing (Prerequisite SEPS 415)	3
SEPS 481	Career and Professional Development	3
STEM 370T	Technology and Society (Writing Intensive)	3

Select six of the following or other advisor-approved electives: 18

SEPS 223A	Visual Merchandising and Display	
STEM 321	Manufacturing Technology	
SEPS 367	Cooperative Education (requires employment)	
STEM 382	Industrial Design	
SEPS 400	Instructional Systems Development	
SEPS 409	Fashion Forecasting Market Trip	
SEPS 410	The Foreign Fashion Market Trip	
SEPS 420	Fashion Research	
SEPS 424	Fashion, Textiles, and Construction Analysis	
SEPS 440	Fashion Global Sourcing/Supply Chain Management	
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
Freshman		
Fall		
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
Credit Hours		15
Spring		
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
Credit Hours		15
Sophomore		
Fall		
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
Credit Hours		16
Spring		
Nature of Science II		4
Human Creativity (cannot be met by SEPS 223A)		3
ACCT 201	Principles of Financial Accounting	3
ECON 200S	Basic Economics	3
Philosophy and Ethics		3
Credit Hours		16
Summer		
Foreign Language (if required; may be waived)		0-3
Credit Hours		0-3
Junior		
Fall		
SEPS 427	Fashion Marketing (fall only)	3
SEPS 435	International Retailing	3
Fashion Electives		6

Minor or Upper-Division General Education		3
Credit Hours		15
Spring		
SEPS 302	Workforce Supervision Management	3
SEPS 415	Advanced Merchandising	3
STEM 370T	Technology and Society (writing intensive; C or better required)	3
Fashion Electives		6
Credit Hours		15
Summer		
Foreign Language (if required; may be waived)		0-3
SEPS 405	Directed Work Experience	4
Credit Hours		4-7
Senior		
Fall		
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
Credit Hours		12
Spring		
SEPS 480	Senior Project: Merchandise Retailing	3
SEPS 481	Career and Professional Development	3
Fashion Elective		3
STEM 365	Safety and OSHA Certification	3
Credit Hours		12
Total Credit Hours		120-126