

The Art Institute of Philadelphia 2017-2018 Catalog Program: Fashion Marketing		Stevenson University 2018-2019 Catalog Program: Fashion Merchandising	
Course Number & Course Quarter Credits		Semester Credits	
		Quarter credits earned at Ai will transfer to Stevenson, which awards semester credits, as follows: 1 quarter credit = .667 semester credit. Students need a minimum of 120 semester credits to obtain a bachelor's degree in the state of Maryland.	
<b>ASSOCIATES DEGREE</b>			
<b>Core Courses</b>			
FM0015PF Portfolio Foundations Fashion Marketing (0 quarter credits)	0	First Year Seminar	0
FM10412 Introduction to Retailing	3	FMER 199 Elective	2
FM10422 Retail Math I	3		2
FM20522 Retail Math II	3	FMER 299 (Elective)	2
FM20532 Fashion Show Production	3	FMER 400 – Special Topics in Fashion (Elective)	2
FM20612 Merchandise Management	3	FMER 323- Fashion Product Merchandising	2
FM20622 Business Ownership I	3	FMER 299 Elective	2
FM20712 Business Ownership II	3	FMER 299 Elective	2
FM20722 Business Operations	3	FMER 299 Elective	2
FS10111 Fashion History I	3	FDES 274 – History of Fashion (with FS10211)	2
FS10112 Survey of Fashion Industry	3	FMER 223 – The Business of Fashion	2
FS10211 Fashion History II	3	FDES 274 – History of Fashion (with FS10111)	2
FS10212 Textiles and Fabrics	3	FDES 200 - Textiles	2
FS10310 Visual Merchandising	3	FMER 360 – Visual Merchandising (with FS20622)	2
FS10312 Business Management	3	MGT 204 – Principles of Management	2
FS10332 Sales Promotion	3	FMER 199 (Elective)	2
FS20612 Marketing	3	MKT 206 – Principles of Marketing	2
FS20622 Store Planning	3	FMER 360 – Visual Merchandising (with FS10310)	2
FS20632 Graphic Communication in Fashion	3	Elective	2
GR10130 Color Theory	3		2
IN20712FM Internship I	3		2
<b>General Education</b>			
GE10110 English Composition I	3	Taken with GE 10210 (ENG Comp II) = ENG 151 – Composition and Writing from Sources	2
GE10120 Art History: Prehistoric to Mannerist	3	ART 106 – Introduction to Art History (with GE10230)	2
GE10210 English Composition II	3	See GE 10110	2
GE10220 College Math	3	MATH 137 (SEE approved Math; still need a total of 10-12 MATH/SCIENCE credits plus lab)	2
GE10230 Art History: Baroque to Contemporary	3	ART 106 – Introduction to Art History (with GE10120)	2
GE10320 Effective Speaking	3	CM 101 – Introduction to Public Speaking	2
GE20510 Ethics	3	PHIL 215 - Ethics	2
GE20580 Economics	3	EC 199 (Social Science)	2
LS10110 Computer Science	3	IS 135 – MS Office Applications	2
<b>General Education Elective List A (Select 1):</b>			

GE10130 History of Photography	3	ART 205 – Art History Survey Topics	2
GE10310 World Literature	3	ENG 152 – Writing About Literature	2
GE10330 American Government	3	POSCI 102 – American Government: Political Institutions and Procedures	2
GE10410 Introduction to Psychology	3	PSY 101 – Introduction to Psychology	2
GE10430 Environmental Science	3	ENV 150 – Society and the Environment	2
GE20540 United States History: Early Period	3	HIST 211 – Topics in History	2
<b>BACHELORS DEGREE</b>			
<b>Core Courses</b>			
FM0015PF Portfolio Foundations Fashion Marketing (0 quarter credits)	0	First Year Seminar	0
FM10412 Introduction to Retailing	3	FMER 199 Elective	2
FM10422 Retail Math I	3		2
FM10432 Apparel Evaluation and Construction	3	FDES 101 _ Construction Fundamentals	2
FM20512 Elements of Retail Operations	3	FMER 320 – Fashion Retailing (with FM10412)	2
FM20522 Retail Math II	3	FMER 299 (Elective)	2
FM20532 Fashion Show Production	3	FMER 400 – Special Topics in Fashion (Elective)	2
FM20612 Merchandise Management	3	FMER 323 – Fashion Product Merchandising	2
FM20622 Business Ownership I	3	FMER 299 Elective	2
FM20712 Business Ownership II	3	FMER 299 Elective	2
FM20722 Business Operations	3	FMER 299 Elective	2
FM30912 Special Topics in Fashion Marketing	3	FMER 399 (Elective)	2
FM30922 Merchandising Menswear	3	FMER 400 – Special Topics in Fashion(Elective)	2
FM31012 Advertising	3	FMER 400 – Special Topics in Fashion (Elective)	2
FM31022 Fashion Drawing	3	FDES 210 – Fashion Illustration	2
FM41112 Special Topics in Fashion Marketing II	3	FMER 430 – Current Topics in Fashion Merchandising	2
FM41122 Portfolio I	3	FMER 470 – Portfolio (with FM41232)	2
FM41212 Marketing Research	3	FMER 399 (Elective)	2
FM41222 Marketing in an Electronic Environment	3	MKT 336 – Integrated Marketing Communication	2
FM41232 Portfolio II	3	FMER 470 - Portfolio (with FM41122)	2
FS10111 Fashion History I	3	FDES 274 – History of Fashion (with FS10211)	2
FS10112 Survey of Fashion Industry	3	FMER 223 – The Business of Fashion	2
FS10211 Fashion History II	3	FDES 274 – History of Fashion (with FS10111)	2
FS10212 Textiles and Fabrics	3	FDES 200 - Textiles	2
FS10310 Visual Merchandising	3	FMER 360 – Visual Merchandising (with FS20622)	2
FS10312 Business Management	3	MGT 204 – Principles of Management	2
FS10322 Introduction to Manufacturing	3	FDES 404 – Product Development and Manufacturing (with FS30912)	2
FS10332 Sales Promotion	3	FMER 199 (Elective)	2
FS20612 Marketing	3	MKT 206 – Principles of Marketing	2
FS20622 Store Planning	3	FMER 360 – Visual Merchandising (with FS10310)	2
FS20632 Graphic Communication in Fashion	3	FMER 299* Satisfies GDES 125 (with 20822)	2
FS20812 Consumer Behavior	3	MKT 311 – Consumer Behavior	2
FS20822 Graphic Communication in Fashion II	3	FMER 299* Satisfies GDES 125 (with 20632)	2
FS20832 Trends and Concepts in Apparel	3	FMER 210 – Fashion and Culture	2

FS20842 Entrepreneurship	3	FMER 299 (Elective)	2
FS30912 Product Development	3	FDES 404 – Product Development and Manufacturing (with FS10322)	2
FS30922 International Marketing	3	MKT 325 – International Marketing	2
FS31012 Current Designers	3	FMER 399 (Elective)	2
GR10130 Color Theory	3		2
IN20712FM Internship I	3	FMER 390 – Internship (with IN41210FM)	2
IN41210FM Internship II	3	FMER 390 – Internship (with IN20712FM)	2
<b>General Education</b>			
GE10110 English Composition I	3	Taken with GE 10210 (ENG Comp II) = ENG 151 – Composition and Writing	2
GE10120 Art History: Prehistoric to Mannerist	3	ART 106 – Introduction to Art History (with GE10230)	2
GE10210 English Composition II	3	See GE10110	2
GE10220 College Math	3	MATH 137 (SEE approved Math; still need a total of 10-12 MATH/SCIENCE credits plus lab)	2
GE10230 Art History: Baroque to Contemporary	3	ART 106 – Introduction to Art History (with GE10120)	2
GE10320 Effective Speaking	3	CM 101 – Introduction to Public Speaking	2
GE10410 Introduction to Psychology	3	PSY 101 – Introduction to Psychology	2
GE20510 Ethics	3	PHIL 215 - Ethics	2
GE20540 United States History: Early Period	3	HIST 109 – The United States: Colonial America to 1877	2
GE20580 Economics	3	EC 199 (Social Science)	2
GE20710 Aesthetics	3	PHIL 260 - Aesthetics	2
GE30910 Theories of Communication	3	CM 120 – Human Communication	2
GE30920 Logic	3	PHIL 104 - Logic	2
GE30950 Music Appreciation	3	MUS 201 – Introduction to Music in History or 199	2
GE31020 Statistics	3	MATH 190TR	2
LS10110 Computer Science	3	IS 135 – MS Office Applications	2
LS31010 Accounting	3	ACC 215 – Survey of Accounting	2
<b>General Education Elective List A (Select 1):</b>			
GE10130 History of Photography	3	ART 205 – Art History Survey Topics	2
GE10310 World Literature	3	ENG 152 – Writing About Literature	2
GE10330 American Government	3	POSCI 102 – American Government: Political Institutions and Procedures	2
GE10430 Environmental Science	3	ENV 150 – Society and the Environment	2
<b>General Education Elective List B (Select 1):</b>			
GE20530 Sociology	3	SOC 101 – Introduction to Sociology	2
GE20550 United States History: 20th Century	3	HIST 211- Topics in History	2
GE20560 Western Civilization: Ancient to Renaissance	3	HIST 211 – Topics in History	2
GE20570 Western Civilization: Reformation to WWII	3	HIST 211 – Topics in History	2
GE20610 Theatre Appreciation	3	THEA 121 – Introduction to Theatre	2
GE20810 History of Film	3	FMI 231 – Film & Moving Image History	2
<b>General Education Elective List C (Select 1):</b>			
GE30930 Issues in American Society	3	SOSC 399	2
GE30940 Literature and Culture	3	ENG 281 – Topics in Literature	2
GE30960 Introduction to Museum Studies	3	HUM 399	2
GE30970 History of 20th Century Art	3	ART 205 – Art History Survey Topics	2
GE31030 Comparative Religions	3	REL 265 – Comparative Thought in Religion	2

GE31040 Media & Pop Culture	3	SOSC 399	2
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