

Hocking College & West Virginia University

Associate of Applied Business in Fashion Design and Retail Merchandising A.A.B. leading to

Bachelor of Science in Fashion, Dress, and Merchandising B.S.

Merchandising Track Emphasis

Suggested Plan of Study



Hocking College	Hours	WVU Equivalents	Hours
Year One, 1st Semester			
FASH-1001: Fashion Fundamentals	3	FDM 110: Intro to Fashion Business	3
FASH-1002: History of Fashion in Culture	3	FDM 221: Dress History: 1850-Present	3
FASH-1123: Sewing & Garment Construction	3	FDM 132: Apparel Construction	3
ENGL-1510: English Composition I	4	ENGL 101:Composition and Rhetoric ^(GEF 1)	3
*FASH-1120: Draping	4	FDM 1TC	4
GS-1010: Pathway to Prosperity	1	WVUE 191: First Year Seminar	1
TOTAL	18	TOTAL	18
Year One, 2nd Semester			
***MATH-1103 or MATH-1113 or MATH 2250	3-4	MATH 1TC or MATH 126 + MATH 1TC <small>(Required/GEF 3)</small> or STAT 211 + STAT 2TC	3-4
ART-1112: Color Theory	3	FDM 130: Design Concepts of Dress	3
FASH-1131: Fashion Analysis & Forecasting	3	FDM 1TC	3
*FASH-1141: Flat Pattern	3	FDM 250S: Apparel Design Studio I	3
**FASH-1142: Fashion Technology	3	FDM 1TC	3
TOTAL	15	TOTAL	15
Year Two, 1st Semester			
**FASH-2100: Design & Illustration	3	FDM 135S: Fashion Illustration and Technical Design I	3
FASH-2102: Business of Fashion	3	FDM 2TC	3
FASH-2104: Textiles	3	FDM 211: Intro to Textiles	3
FASH-2113: Fashion Branding & Entrepreneurship <small>(SL)</small>	3	FDM 2TC	3
COMM-1130: Speech	3	MDS 270: Effective Public Speaking ^(GEF 4)	3
TOTAL	15	TOTAL	15
Year Two, 2nd Semester			
PSYC-1120: Organizational Behavior	3	PSYC 231: Leadership & Human Relations	3
FASH-2230: Fashion Collection Lab I	2	FDM 2TC <small>(Restricted Elective)</small>	2
FASH-2242: Fashion Collection Lab II	3	FDM 2TC <small>(Restricted Elective)</small>	3
FASH-2650: Fashion Portfolio ^(Capstone)	3	FDM 2TC ^(GEF 6) <small>(Restricted Elective/ FDM Design Curriculum entry requirement)</small>	3
GS-2010: Pathway to Prosperity II	1	WVUE 1TC	1
FASH-2600: Fashion Industry Practicum	1	FDM 2TC <small>(Restricted Elective)</small>	1
TOTAL	13	TOTAL	13
Hocking College Cumulative Total	61	WVU FDM Cumulative total	61

West Virginia University			
Year Three, 1 st Semester		Year Three, 2 nd Semester	
ENGL 102: Comp & Rhetoric ^(GEF 1)	3	FDM 411: Fashion Consumer Behavior	3
FDM 360: Retail Merchandising	3	WRIT 304: Business and Professional Writing	3
FDM 220: Fashion, the Body & Culture	3	FDM 361: Merchandise Planning and Control	3
ADV 215: Principles of Advertising ^(GEF 8)	3	Science & Technology (Lecture + Lab) ^(GEF 2)	4
Minor Course (1)	3	Minor Course (2)	3
TOTAL	15	TOTAL	16
Year Three, Summer Semester		FDM 491: Professional Field Experience ^(Internship)	6
Year Four, 1 st Semester		Year Four, 2 nd Semester	
FDM 461: Omni-Channel Fashion Retailing	3	FDM 435S: Product Development	3
FDM 412 or FDM 460: Fashion Sourcing & Supply Chain Management or Sustainability in Fashion	3	FDM 471: Fashion Promotion	3
Human Inquiry & the Past ^(GEF 5)	3	Global Studies & Diversity ^(GEF 7)	3
Upper-Level Restricted Elective	3	Minor Course (4)	3
Upper-Level Restricted Elective	3	Minor Course (5)	3
Minor Course (3)	3		
TOTAL	18	TOTAL	15
WVU Cumulative Total	70	Overall Cumulative Total	131

***MATH 1103 is required for the AAS in Fashion Detail and Retail Merchandising at Hocking College. To meet the math requirement and GEF 3 for the Bachelor of Science in Fashion, Dress, and Merchandising at WVU, students should elect to take Hocking College's MATH 1113: College Algebra equivalent to WVU's MATH 126.

For this agreement the following will be accepted:

- *FASH 1120 & FASH1141 must be completed to earn the equivalent of FDM 250.
- **FASH 1142 & FASH 2100 must be completed to earn the equivalent of FDM 135S.
- FASH-2650 meets the spirit of and will be utilized as a GEF 6 Arts and Creativity elective.

Students in the Fashion Merchandising Area of Emphasis will be required to complete a minor in consultation with their academic advisor. Approved minor selections are in areas: General Business, Entrepreneurship, Professional Sales, Event Planning, Advertising, Journalism, Public Relations, Strategic Social Media, and Sustainable Design.

A minimum grade of C- is required in all FDM courses required in the Fashion, Dress and Merchandising major requirements. Transfer students must have an overall 2.25 GPA to be directly admitted to the major.

Students transferring to West Virginia University with an Associate of Arts or Associate of Science degree will have satisfied the General Education Foundation requirements at WVU. As this is an Associate of Applied Business (A.A.B.), students will need to complete the General Education Foundation (GEF) courses in their time at WVU.

Students who have questions regarding this articulation agreement or the transferability of coursework may contact the WVU Office of the University Registrar. All other questions should be directed to the WVU Office of Admissions.

The above transfer articulation of credit between West Virginia University and Hocking College is approved by the Dean, or the Dean's designee, and effective the date of the signature.

_____ Kimbrly Barnes _____  _____ 12/13/2023 _____
 Print Name Signature Date

Kimberly Barnes Ph.D. Associate Dean for WVU's Davis College of Agriculture, Natural Resources and Design

_____ _____ _____
 Print Name Signature Date
 Betty Young Ph.D., President, Hocking College