



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 Design and Merchandising B.S.

Fashion Merchandising Track Emphasis

Suggested Plan of Study



Hocking College	Hours	WVU Equivalents	Hours
Year One, 1 st Semester			
FASH-1001: Fashion Fundamentals	3	FDM 110: Intro to Fashion Business ^(Required)	3
FASH-1002: History of Fashion in Culture	3	FDM 221: Dress History: 1850-Present ^(Required)	3
FASH-1123: Sewing & Garment Construction	3	FDM 132S: Apparel Construction Studio	3
ENGL-1510: English Composition I	4	ENGL 101: Composition and Rhetoric	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, 2 nd Semester			
***MATH-1103 or MATH-1113 or MATH 2250	3-4	MATH 1TC or MATH 126 + MATH 1TC ^(Required; Sub for MATH 124) or STAT 211 + STAT 2TC	3-4
FASH-1112: Color Theory	3	FDM 130: Design Concepts of Dress ^(Required)	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	15-16	TOTAL	15-16
Year Two, 1 st 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 ^(Required)	3
FASH-2113: Fashion Branding & Entrepreneurship ^(SL)	3	FDM 2TC	3
COMM-1130: Speech	3	COMM 270: Effective Public Speaking & COMM 270S: Effective Public Speaking Studio	3
TOTAL	15	TOTAL	15
Year Two, 2 nd Semester			
PSYC-1120: Organizational Behavior	3	PSYC 231: Leadership & Human Relations	3
FASH-2230: Fashion Collection Lab I	2	FDM 2TC ^(Restricted Elective)	2
FASH-2242: Fashion Collection Lab II	3	FDM 2TC ^(Restricted Elective)	3
FASH-2650: Fashion Portfolio ^(Capstone)	3	FDM 2TC ^(Restricted Elective/ FDM Design Curriculum entry requirement)	3
GS-2010: Pathway to Prosperity II	1	WVUE 1TC	1
FASH-2600: Fashion Industry Practicum	1	FDM 2TC ^(Restricted Elective)	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	3	WRIT 304: Business and Professional Writing	3
ADV 215: Principles of Advertising	3	FDM 360: Retail Merchandise	3
FDM 220: Fashion, the Body & Culture	3	FDM 411: Fashion Consumer Behavior	3
FDM 360: Retail Merchandising	3	FDM 361: Merchandise Planning and Control ^(AoE)	3
Minor Course ⁽¹⁾	3	Minor Course ⁽²⁾	3
TOTAL	15	TOTAL	12
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 ^(AoE)	3	FDM 435S: Product Development Studio ^(Capstone)	3
FDM 412: Fashion Sourcing & Supply Chain Mgmt. or FDM 460: or Sustainability in Fashion ^(AoE)	3	FDM 471: Fashion Promotion ^(AoE)	3
Upper-Level Restricted Elective	3	Minor Course ⁽⁴⁾	3
Upper-Level Restricted Elective	3	Minor Course ⁽⁵⁾	3
Minor Course ⁽³⁾	3		
TOTAL	15	TOTAL	12
WVU Cumulative Total	60	Overall Cumulative Total	121

***MATH 1103 is required for the AAB in Fashion Detail and Retail Merchandising at Hocking College. To meet the math requirement, MATH 124, for the Bachelor of Science in Fashion Design 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.

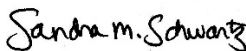
Students in the Fashion Merchandising Area of Emphasis will be required to complete a minor in consultation with their academic advisor. Approved minor selections are in areas: General Business, Entrepreneurship, Professional Sales, Event Planning, Advertising, Journalism, Public Relations, Strategic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

A minimum grade of C- is required in all FDM courses required in the Fashion Design 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, Associate of Applied Business or Associate of Science degree will have satisfied the General Education Foundation requirements 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 at 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.

Sandra M. Schwartz <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> Print Name Sandra M. Schwartz, Ph.D., Associate Dean of Academic Affairs for the College of Creative Arts and Media	 <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> Signature	08/18/25 <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> Date
<hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/> Print Name Betty Young Ph.D., President, Hocking College	<hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/> Signature	<hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/> Date