

**MERCHANDISING MANAGEMENT  
MARKET ANALYSIS AND RESEARCH OPTION  
2009-2010**

(Initials in parentheses refer to Baccalaureate Core).

**REQUIRED PROFESSIONAL CORE**

Term/year taken

	<u>CR</u>
_____ DHE 240 Intro to Aesthetics	3
_____ DHE 255 Textiles	5
_____ DHE 270 Appearance, Power, & Society (DPD)	4
_____ DHE 277 Fashion Trend Analysis	3
_____ DHE 326 Sewn Product Development	5
prereq: DHE 255	
_____ DHE 366 Cross Cult Asp of the Near Environ	4
_____ DHE 370 Textile/Apparel Mkt Anal (WIC)	4
prereq: DHE 277, recommended: BA 390	
_____ DHE 453 Product Quality Assurance	4
prereq: DHE 255, recommended: DHE 326	
_____ DHE 461 History of the Near Environ I <u>OR</u>	4
DHE 462 History of the Near Environ II (STS)	
_____ DHE 475 Global Prod/Trade in Text/Apparel	4
prereq: DHE 370, recommended: DHE 366,ECON 201,202	
_____ BA 390 Marketing	4
prereq: ECON 201	
_____ COMM 111 Public Speaking (WR III) <u>or</u>	3
COMM 114 Argmt/Critical Discourse (WR III) <u>or</u>	
COMM 218 Interpersonal Comm (WR III)	
_____ ECON 201 Intro Microeconomics (SPI)	4
_____ ECON 202 Intro Macroeconomics (SPI)	4
_____ MTH 111 College Algebra (MTH)	4
_____ HDFS 201 Contemporary Families in U.S. (DPD)	3

	<u>CR</u>
_____ SOC 204 Intro to Sociology (SPI)	3
_____ BA 131 Business Prod Software (2)	2,4
or CS 101 comp: Appl & Imp (4)	
_____ BA 215 Money & Investment Management	4
_____ ST 201 Prin. of Statistics or Mth 245 and BA 276	3
_____ ST 211 Intro to Hypothesis Testing	1
prereq: ST 201	
_____ ST 352 Intro to Statistical Methods	4
prereq: ST 211	
Select a minimum of 9 credits from:	9-12
_____ SOC 300 The Sociological Perspective	
_____ SOC 360 Population Trends and Policy (DPD) (3)	
_____ SOC 415 Understanding Social Research (3)	
_____ SOC 416 Conducting Social Research (3)	
_____ PSY 360 Social Psychology (3)	
_____ BA 492 Consumer Behavior (4)	
_____ BA 396 Marketing Research (3)	
_____ DHE 466 Research in Cross Cultural Aspects (3)	
_____ DHE 406 Projects (1-16) or	
DHE 400 (1,1) and	
DHE 410 Field Exp (6-12)	
DHE 577 Fashion Theory (3)	
class taken _____ term _____ year _____	
class taken _____ term _____ year _____	
class taken _____ term _____ year _____	

**MARKET ANALYSIS AND RESEARCH**

_____ DHE 401 Research	1-16
prereq: Dept. Approval Required	
_____ DHE 463 History of Cont. Fashion	4
recommended: DHE 461 OR 462	
_____ DHE 470 Retail Merchandising	4
prereq: DHE 370 or BA 390	
_____ DHE 472 Merchandising Plan & Control	4
prereq: DHE 470, BA 215	
_____ DHE 473 Assorted Analysis and Management	4
prereq: DHE 472	
_____ PSY 201 General Psychology (SPI)	3
_____ PSY 202 General Psychology (SPI)	3

**HOURS NEEDED TO GRADUATE:** **180 CR**  
Upper division needed: 60 CR

**MAXIMUM S/U CREDITS** **36 CR**

Departmental courses within major may not be taken S/U)

**Transfer Students:** See Schedule of Classes,

Academic Regulation 18a.1

