FASHION MARKETING INNOVATION ARTICULATION AGREEMENT GUIDE

Washtenaw Community College – AAS in Supply Chain Management Eastern Michigan University – BS in Fashion Marketing Innovation

Washtenaw Community College Courses:			Eastern Michigan University Courses:			
Michigan Transfer Agreement (MTA) Requirements (30 credits) Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core						
Requirements and will be required to complete only the General Education Application Requirements of one Perspectives on a Diverse World course, one Learning beyond the Classroom experience, and a writing intensive course in the major. Courses listed						
	<u>below for the MTA also satisfy program requirements at EMU and/or WCC.</u> For WCC approved MTA courses go to WCC's website. Students without an MTA or MACRAO endorsement must complete EMU's general education program.					
	in English Composition		no s general education program.			
	Composition I	4	WRTG 121 Composition II (3)+14			
	in English Composition or Communication					
	ne from: COM 101 or COM 102	3	COMM 124 or COMM 22			
	in Mathematics					
Choose or	ne from: MTH 125 or MTH 160	3	MATH 110 or STAT 170			
4. Two cours	ses in Natural Sciences from different discip	lines (or	ne lab required)			
	he from the approved MTA list		General Transfer Credit			
5. Two cours	ses in Humanities and Fine Arts from differen	nt discip	blines			
	o from the approved MTA list		General Transfer Credit6			
	ses in Social Sciences from different discipli					
	o from the approved MTA list		General Transfer Credit6			
If needed, co	mplete additional credits in any of the above	catego	ries to meet the 30 credit minimum for the MTA.			
			; Natural Science : ENV 101, 105; Humanities: ART 143, 150;			
			1 175; MUS 180; <u>Social Science:</u> ANT 201; ECO 280; GEO 101;			
HST 108, 109), 123, 150, 230; PSY 251; SOC 205. These cour s	ses appl	y, but do <u>not</u> satisfy the MTA: CCP 251			
WCC Supp	ly Chain Management Program Requ	uireme	nts (30 credits)			
¹ BMG 181	Introduction to Supply Chain Management	3	SCM 000 sub for Restricted Elective			
¹ BMG 182	Warehousing & Logistics	3	SCM 000 sub for Restricted Elective			
¹ BMG 205	Creating the Customer Experience	3	AACR GEN sub for Restricted Elective			
¹ BMG 206	Retail Principles & Practices	3	MKTG 000 sub for Restricted Elective			
BMG 226	Transportation & Logistics		SCM 000 General Transfer Credit			
¹ BMG 228	Purchasing & Inventory Control	3	SCM 000 sub for Restricted Elective			
BMG 273	Managing Operations		MGMT 000 General Transfer Credit			
BMG 275	Business & Supply Chain Analytics		SCM 000 General Transfer Credit4			
BMG 230	Principles of Management		MGMT 000 General Transfer Credit			
BMG 295	Supply Chain Field Studies	2	SCM 000 General Transfer Credit2			
EMU Requ	irements and Electives that May be T	aken a	at WCC or EMU (10 credits)			
*ANI 150	3D Modeling and Production Pipeline		SAG 175 Graphics for Animation I (3)+14			
¹ BMG 160	Principles of Sales		MKTG 261 Contemporary Selling (Restricted Elective)3			
¹ BMG 250	Principles of Marketing	3	MKTG 000 sub for Restricted Elective			
Credits a	at WCC:		Credits that transfer to EMU70			

*Required for EMU's BS in Fashion Marketing Innovation program. If not transferred, must be completed at EMU.

¹ Course substitutes for Fashion Marketing Innovation Restricted Electives. If not transferred, other options are available at EMU.

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Completion of the BS in Fashion Marketing Innovation

Major Requirements

(51-54 credits)

Program Requirements (48-51 credits)

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ATM 145	Introduction to Business Fashion	3				
ATM 150	Fashion Trend Forecasting	3				
ATM 200	Aesthetics & Design for the Apparel Industry	/3				
ATM 212	Textile Science I: Fibers & Yarns	3				
ATM 255	Apparel Analysis	3				
ATM 302	Fashion Manufacturing Techniques CAD I	3				
ATM 312	Textile Science II	3				
ATM 345	Retail Math	3				
ATM 355	Retail Buying	3				
ATM 390	Virtual Retail and Merchandising	3				
ATM 437	Senior Portfolio	3				
¹ ATM 487L4	Field Experience [GELB]	3				
² BMMT 201	Microcomputers for Business Applications	3				
³ BMMT 300W Research & Writing [GEWI]						
FMI 125	Fashion Brand Management	3				
FMI 402	Product Development CAS-2	3				
MGMT 388	Introduction to Entrepreneurship	3				

Restricted Electives (3 credits)

Select 3 hours from the following list or with approval from a program advisor, any course from the following minors, Marketing, Entrepreneurship, and Supply Chain. Students who have not transferred courses over from WCC toward this requirement must complete the 24 required credits for Restricted Electives.

ATM 105	Integrated Arts	3
ATM 118	Apparel Studio	
ATM 135	Cultural Study of Dress [GEGA]	
ATM 210	Display Techniques	3
ATM 265	Merchandising of Interior Furnishings	3
ATM 380	Fashion of the Haute Couture	3
ATM 392	Pattern Design	
ATM 404	Textiles for Merchandising	3
ATM 439	Fashion Markets	3
FMI 460	Virtual Product Development CAD 3D	3
MKTG 360	Principles of Marketing	3
MKTG 365	Consumer Behavior	3
MKTG 368V	V Marketing Strategy [GEWI]	3
MKTG 473	Marketing & Product Innovation	3
SCM 380	Introduction to Supply Chain Management.	3
SCM 385	Logistics	3
SCM 386	Purchasing & Supply Management	3

Credits at EMU:	51-54
Transfer Credits:	70
Minimum Credits to Graduate:	120

1 Satisfies EMU's Learning Beyond the Classroom Requirement.

2 Students who have credit for BMMT 201 will not have to complete this course.

3 Satisfies EMU's Writing Intensive Requirement

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Additional Information:

- 1. Each institution will determine the satisfaction of their individual program and degree requirements. Both institutions agree to accept transferrable courses from each other and from other regionally accredited institutions. WCC courses indicated with an * are required for EMU's BS in Fashion Marketing Innovation. Substitutions for these courses must be approved by the EMU program coordinator.
- 2. Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core Requirements and will be required to complete only the General Education Application Requirements of one "Perspectives on a Diverse World" course, one "Learning Beyond the Classroom" experience, and a "Writing Intensive" course in the major. The Perspectives on a Diverse World requirement may be transferred to EMU.

To use the Michigan Transfer Agreement (MTA), students must have an official community college transcript, with the "MTA Satisfied" endorsement sent to EMU's Admissions Office. Students who do not have "MTA Satisfied" on their community college transcript, will be required to satisfy EMU's general education requirements as applied to transfer students. The MTA may be completed after admission to EMU, however, students should inform their advisors or they may be advised to complete additional courses for the general education program. If already on the transcript, the MACRAO designation will be accepted at EMU after August 2019.

- 3. Only courses with a grade of "C" or better (2.0 on a 4.0 scale) will be accepted for transfer to either institution.
- 4. Under this agreement, EMU will waive the 60-hour rule and require that a minimum of 51 credit hours must be completed in EMU courses, with at least 15 hours in the program at the 300-level or above. Of the last 30 hours completed before graduating, a minimum of 10 credit hours must be in courses offered by EMU. A minimum of 120 credit hours, completed in-residence or accepted in transfer, is required for graduation.
- 5. Students must satisfy all admission requirements at the time of application for admission to EMU, including submitting transcripts from all previously attended colleges. WCC students will receive equal consideration with other students for course registration and financial aid.
- 6. Students are encouraged to contact EMU's Undergraduate Admissions before applying to EMU. To facilitate advising and the evaluation of transcripts, bring a copy of this articulation guide to all advising sessions.

Effective Date: September 1, 2020 until August 31, 2023.

This is a renewal of an agreement made in January 2017. This agreement is consistent with the 2020-2021 catalog. Students have until summer 2028 to graduate from Eastern Michigan University following this agreement. In the event that a student does not complete the program within seven years, they may be required to have their credits reevaluated using the requirements of the current articulation guide.

Contacts: Washtenaw Community College Advising 734.487.5102 advising@wccnet.edu

Eastern Michigan University Undergraduate Admissions 220 Student Center 734.487.6453; <u>transfer_admissions@emich.edu</u> Schedule an appointment