**Washtenaw Community College Courses:**

<table>
<thead>
<tr>
<th>Michigan Transfer Agreement (MTA) Requirements (30 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 below for the MTA also satisfy program requirements at EMU and/or WCC. For WCC approved MTA courses go to WCC’s website. Students without an MTA or MACRAO endorsement must complete EMU’s general education program.</td>
</tr>
</tbody>
</table>

1. A course in English Composition
   - ENG 111 Composition I ..................................................4
   - WRTG 121 Composition II (3)+1 (GEEC) ..........................4

2. A course in English Composition or Communication
   - Choose one from: COM 101 or COM 102 ..............................3
   - COMM 124 (GEEC) or COMM 227 ..........................3

3. A course in Mathematics
   - Choose one from: MTH 125 or MTH 160 ..............................4
   - MATH 110 or STAT 170 (GEQR) ........................................4

4. Two courses in Natural Sciences from different disciplines (one lab required)
   - Choose two from the approved MTA list...........................7-8
   - General Transfer Credit ..................................7-8

5. Two courses in Humanities and Fine Arts from different disciplines
   - Choose two from the approved MTA list...........................6
   - General Transfer Credit ..................................6

6. Two courses in Social Sciences from different disciplines
   - Choose two from the approved MTA list...........................6
   - General Transfer Credit ..................................6

If needed, complete additional credits in any of the above categories to meet the 30 credit minimum for the MTA.

*These courses also satisfy an MTA area: Communication: COM 225; Natural Science: ENV 101, 105; Humanities: ART 143, 150; COM 225; DAN 180; DRA 180; ENG 181, 213, 214, 242; FLM 150; HUM 175; MUS 180; Social Science: ANT 201; ECO 280; GEO 101; HST 106, 109, 123, 150, 230; PSY 251; SOC 205. These courses apply, but do not satisfy the MTA: CCP 251*

**WCC Retail Management Requirements (29-36 credits)**

1. BMG 205 Creating the Customer Experience ......................3
2. BMG 206 Retail Principles and Practices ........................3
3. BMG 228 Purchasing and Inventory Control ......................3
4. BMG 230 Principles of Management ................................3
5. BMG 273 Managing Operations .........................................3
6. BMG 275 Business & Supply Chain Analytics ....................3
7. BMG 295 Supply Chain Field Studies ...............................2
8. Restricted Electives ....................................................9-16

Students will take restricted electives toward completing a certificate as part of the program requirement in one of the following areas (9-16 credits): Accounting for Business Certificate, Human Resource Management (HRM) Certificate, Digital Business Marketing and Sales Certificate, Entrepreneurship and Innovation Certificate, Management Advanced Certificate or Degree in any occupational/technical area.

**EMU Requirements and Electives that May be Taken at WCC or EMU (22 credits)**

<table>
<thead>
<tr>
<th>Courses:</th>
<th>Eastern Michigan University Courses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANI 150 3D Modeling and Production Pipeline ................4</td>
<td>SAG 175 Graphics for Animation I (3)+1 ..................4</td>
</tr>
<tr>
<td>BMG 160 Principles of Sales ................................3</td>
<td>MKTG 261 Contemporary Selling (Restricted Elective) ..3</td>
</tr>
<tr>
<td>BMG 250 Principles of Marketing ............................3</td>
<td>MKTG 000 sub for Restricted Elective ....................3</td>
</tr>
<tr>
<td>BMG 181 Introduction to Supply Chain Management ..........3</td>
<td>SCM 000 sub for Restricted Elective .....................3</td>
</tr>
<tr>
<td>BMG 182 Warehouse and Logistics .............................3</td>
<td>SCM 000 sub for Restricted Elective .....................3</td>
</tr>
<tr>
<td>CIS 100 Introduction to Computer Productivity Apps (3) and ...</td>
<td>BMMT 201 Microcomputers for Business Applications (3)+3 ..</td>
</tr>
<tr>
<td>CIS 110 Introduction to Computer Information Systems (3) ...6</td>
<td></td>
</tr>
</tbody>
</table>

**Credits at WCC:** ........................................81-88 **Credits that transfer to EMU:** ........81-88

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

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

Sign up with us: If you let us know you are using this articulation agreement we can stay in touch with you and provide information and advising to you while you are still at your community college.
Completion of the BS in Fashion Marketing Innovation

<table>
<thead>
<tr>
<th>Major Requirements (51 credits)</th>
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</table>

**Program Requirements (48 credits)**
- ATM 145 Introduction to Business Fashion ....................3
- ATM 150 Fashion Trend Forecasting..............................3
- ATM 200 Aesthetics & Design Apparel Using Illustrator .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 300W Research & Writing ..........................3
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 .............................................3
- ATM 135 Cultural Study of Dress [GEBA] .................3
- ATM 210 Display Techniques .....................................3
- ATM 265 Merchandising of Interior Furnishings ........3
- ATM 380 Fashion of the Haute Couture .....................3
- ATM 392 Pattern Design .............................................3
- 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 368W 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
Transfer Credits: ...........................................81-88
Minimum Credits to Graduate: ......................120

1 Satisfies EMU’s Learning Beyond the Classroom Requirement.
2 Satisfies EMU’s Writing Intensive Requirement
FASHION MARKETING INNOVATION ARTICULATION AGREEMENT GUIDE
Washtenaw Community College – AAS in Retail Management
Eastern Michigan University – BS in Fashion Marketing Innovation

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 30 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 (Fall 2022), 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 BS in Fashion Marketing Innovation program coordinator before applying to EMU. To facilitate advising and the evaluation of transcripts, sign up for this articulation agreement and 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:
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Eastern Michigan University
College of Engineering & Technology Student Services
cet_advising@emich.edu; 734.487.8659

Eastern Michigan University
Community College Relations
October 26, 2020
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