

FASHION MARKETING INNOVATION ARTICULATION AGREEMENT GUIDEWashtenaw Community College – **AAS in Retail 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 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.

1. A course in English Composition

ENG 111 Composition I	4	WRTG 121 Composition II (3)+1	4
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2. A course in English Composition or Communication

Choose one from: COM 101 or COM 102	3	COMM 124 or COMM 227	3
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3. A course in Mathematics

Choose one from: MTH 125 or MTH 160	4	MATH 110 or STAT 170	4
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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
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5. Two courses in Humanities and Fine Arts from different disciplines

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

Choose two from the approved MTA list.....	6	General Transfer Credit.....	6
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If needed, complete additional credits in any of the above categories to meet the 30 credit minimum for the MTA.

EMU's Perspectives on a Diverse World requirement: Complete one course from the following list:

These courses also satisfy an MTA area: Communication: COM 225; **Natural Science:** ENV 101, 105; GLG 114; **Humanities:** ART 143, 150; COM 225; DAN 180; DRA 180; ENG 181, 213, 214, 242; FLM 150; HUM 175, 181; MUS 180; **Social Science:** ANT 201; ECO 280; GEO 101, 104; HST 108, 109, 123, 150, 230, 235, 241; PSY 251, 270; SOC 205. **These courses apply, but do not satisfy the MTA:** ECD 240

WCC Retail Management Requirements (29-36 credits)

¹ BMG 205 Creating the Customer Experience	3	AACR GEN sub for Restricted Elective	3
¹ BMG 206 Retail Principles and Practices.....	3	MKTG 000 sub for Restricted Elective	3
¹ BMG 228 Purchasing and Inventory Control.....	3	SCM 000 sub for Restricted Elective	3
BMG 230 Principles of Management.....	3	MGMT 000 General Transfer Credit.....	3
BMG 273 Managing Operations.....	3	MGMT 000 General Transfer Credit.....	3
BMG 275 Business & Supply Chain Analytics	3	SCM 000 General Transfer Credit.....	3
BMG 295 Supply Chain Field Studies	2	SCM 000 General Transfer Credit.....	2
Restricted Electives	9-16	SCM 000 General Transfer Credit.....	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 (16 credits)

*ANI 150 3D Modeling and Production Pipeline	4	SAG 175 Graphics for Animation I (3)+1.....	4
¹ BMG 160 Principles of Sales.....	3	MKTG 261 Contemporary Selling (Restricted Elective)	3
¹ BMG 250 Principles of Marketing.....	3	MKTG 000 sub for Restricted Elective	3
¹ BMG 181 Introduction to Supply Chain Management.....	3	SCM 000 sub for Restricted Elective	3
¹ BMG 182 Warehousing and Logistics	3	SCM 000 sub for Restricted Elective	3

Credits at WCC:75-82 Credits that transfer to EMU..... 75-82

*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.

FASHION MARKETING INNOVATION ARTICULATION AGREEMENT GUIDE

Washtenaw Community College – **AAS in Retail Management**
 Eastern Michigan University – **BS in Fashion Marketing Innovation**

Completion of the BS in Fashion Marketing Innovation

Major Requirements (51-54 credits)

Program Requirements (48-51 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 201	Microcomputers for Business Apps	0-3
³ 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 [GEGA].....	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: 51-54
Transfer Credits: 75-82
Minimum Credits to Graduate: 120

1 Satisfies EMU's Learning Beyond the Classroom Requirement.
2 Students who have credit earned for BMMT 201 will not have to complete this course.
3 Satisfies EMU's Writing Intensive Requirement

FASHION MARKETING INNOVATION ARTICULATION AGREEMENT GUIDEWashtenaw 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 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

734.677.5102

advising@wccnet.edu**Eastern Michigan University**

Undergraduate Admissions

220 Student Center

734.487.6453; transfer_admissions@emich.edu[Schedule an appointment](#)