

Business of Technology and Fashion Courses

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NEW	Num	NAME	Cr	LAB HRS	WIC	Pre Req	LOCATION	SEM in Sequence	CURRICULUM ACTION REQUIRED	Type of Minor Mod	Course Outline	Disc + Gen Ed	Form	Chanc Report	db's	checkoff
CURRENT AS FASHION COURSES (or Introductory BS)																
*	BUF 1101 (MKT2335)	Introduction to the Fashion Industry (was MKT2335 Fashion Merchandising)	3			ENG1101 (p/c)	AS Fashion	1	Minor Mod	Course #, name, Pre	x	x		m	x	
*	MKT 1103	Foundations of Marketing and Sales	3			CUNY R	AS Gen Business	1	NEW COURSE				x	M	x	
	ACC 1162 Or 1101	Accounting	3			CUNY RM	AS Gen Business	2					na	na	x	
									NEW COURSE: offered cross listed with Humanities and behavioral science							
*	ART/HIS 1204	20th Century Dress and Culture	3			ENG 1101	LA Creative Expr.	2			x	x	x	M	x	
*	MKT 1210	Marketing Research	3			((MKT1100, 1102) OR MKT 1103) & ENG1101 (p/c)	AS Gen Business	3	Minor Mod	Prerequisite		x		m	x	
	BUS 2339	Financial Management	3			MAT 1190+	AS Gen Business	2					na	na	x	
						((MKT1100, 1102) OR MKT 1103) & ENG1101 (p/c)										
*	MKT 1214	Advertising	3				AS Gen Business	3	Minor Mod	Prerequisite		x		m	x	
*	BUF 2203	Visual Merchandising	3		WI	BUF 1101	AS Fashion	2	NEW COURSE		x	x	x	M	x	
*	BUF 2246 (MKT 1246)	Textiles	3	2		BUF 1101, BUF 1204	AS Fashion	3	Minor Mod	(course #, Prereqs)	x	x		m	x	
*	BUF 2255 (MKT 1255)	Merchandising Planning and Buying	3			BUF 2203, MATH1190 +	AS Fashion	4	Minor Mod	(course #, Prereqs)	x	x		m	x	
*	BUF 2400	Product Development in the Fashion Industry	3			MKT 1210, 1214	AS Capstone	4	NEW COURSE		x	x	x	M	x	
	TOTAL		33													
CURRENT BS FASHION COURSES																
SIX REQUIRED COURSES																
*	SBS 3201	Gender, Dress, and Society	3			PSY 1101 OR SOC 1101 OR ANTH 1101 AND (for BTF students only) BUF 2246	Liberal Arts (SS)	5-6	NEW COURSE: offered in Dept of Social Science		x	x	x	M	x	
	BUS 1102	Business Law	3			CUNY Reading	BS Foundation	5			x				x	
*	BUF 3100	Trend Forecasting and Social Media (Wi)	3		WI	BUF 2400, ARTH 1103	BS Foundation	5-6	NEW COURSE		x	x	x	M	x	
*	BUF 4700	Contemporary Issues in the Fashion Industry	3			One BUF 4000 SPS 3201	BS Culminating	8	NEW COURSE		x	x	x	M	x	
*	BUF 4900	Internship	3			One Module completed	BS Culminating	8	NEW COURSE		x	x	x	M	x	
	BUS 2341	Financial Forecasting	3			BUS 2339	BS Foundation								x	
SELECT ONE FROM THE LIST BELOW																
*	MKT 2300	Direct and Interactive Marketing				BUF 2400	BS Foundation	5	Minor Mod	Prerequisite		x		m	x	
	MKT 2327	Entrepreneurship				MKT 1210, 1214	BS Foundation	5			x				x	
			21													
MODULE COURSES																
GLOBAL FASHION																
	HIS 1103	Modern Western Civilization	3			CUNY RW	Additional LA		Offered in SS							x
*	BUF 3300	International Retailing	3			MKT 2327 or MKT 2300	Global Module	6-7	NEW COURSE		x	x	x	M	x	
*	BUF 3310	Contemporary Designers and Luxury Markets	3			BUF 3100, SBS 3201	Global Module	6-7	NEW COURSE		x	x	x	M	x	
*	BUF 4300	Global Sourcing and International Retail Trade	3		WI	BUF 3300, 3310, HIS 1103	Global Module	7-8	NEW COURSE		x	x	x	M	x	
FASHION MERCHANDISING ADMINISTRATION MODULE																
	PSY 3407	Psychology of Visual Perception	3			PSY 1101	Additional LA		Offered in SS							x
*	BUF 3500	Brand Image Marketing	3			MKT 2300, BUF 3201	FMkt Module	6-7	NEW COURSE		x	x	x	M	x	
*	BUF 3510 (was MKT 2401)	Fashion Buying Technologies	3			BUF 2255, 3100	FMkt Module	6-7	Minor Mod	#, Name, Prereq	x	x		m	x	
*	BUF 4500	Omnichannel Retailing	3			BUF 2255	FMkt Module	7-8	NEW COURSE		x	x	x	M	x	
INNOVATION : ECOMMERCE																
SELECT ONE OF THE TWO BELOW																
	CST 1101	Problem Solving with Computers	3	2		CUNY RWM	Additional LA	5-6	OFFERED in CST							
	CST 1102	Programming Narratives: Comp. Anim.				ENG 1101 and CUNY M	Additional LA	5-6	OFFERED in CST							
*	COMD 3563	Web Traffic and Analytics	3	2		Pre/Co BUF 3400	Innovation Module	6-7	Offered in COMD					m	x	
*	BUF 3400	E Commerce and Digital Marketing	3			MKT 2300, BUF 3100	Innovation Module	6-7	NEW COURSE		x	x	x	M	x	
*	BUF 4400	Merch and Marketing for Digial Platforms	3			COMD 3563, BUF 3400	Innovation Module	7-8	NEW COURSE		x	x	x	M	x	
TEXTILES AND EMERGING TECHNOLOGIES (Future development)																
	CHEM 1110	Chemistry (This or higher)?	4			MAT 1275 (p/c) CUNY	Additional LA	5-6								
*	BUF 3600	Textile Analysis	3	2		BUF 2246, 3201, CHEM 1110+	Textiles Module	6-7	FUTURE DEVELOPMENT							
*	BUF 3610	Engineering Textile Behavior	3	2		????	Textiles Module	6-7	FUTURE DEVELOPMENT							
*	BUF 4600	Emerging Manufacturing Techniques	3	2		BUF 3600, 3610	Textiles Module	7-8	FUTURE DEVELOPMENT							

- * New Course
- * Minor Modification
- * Proposed but to be developed later
- Parts of a course that need to be changed