

College of Social and Behavioral Sciences  
 Strategic Communication Bachelor of Science  
 Merchandising - Emphasis  
 2016-2017 Undergraduate Catalog  
 Progression Plan-Classic

Sample Progression Plans are for planning purposes  
 only; see the catalog for official details.

Year 1 - Fall	
COM 101 Communication Analysis	3
MER 135 Merchandise Buying	3
Foundation English	4
Liberal Studies and/or Diversity	3
General Elective Course	2

Year 1 - Spring	
MER 235 Evaluating Apparel Quality	3
CST 111 Fundamentals Of Public Speaking	3
Foundation Math	3
Liberal Studies and/or Diversity	3
General Elective Course	3

Year 2 - Fall	
ADV 207 Introduction To Advertising	3
COM 200 Basic Communication Theory	3
PR 272 Introduction To Public Relations	3
Merchandising Elective	3
Liberal Studies (SAS) Course	3

Year 2 - Spring	
ADV 307 Advertising Copy And Layout	3
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3
General Elective Course	3
General Elective Course	3

Year 3 - Fall	
MER 331 Merchandising Planning & Control	3
PR 373 New Media Engagement	3
Liberal Studies and/or Diversity	3
COM 131 Writing for Comm Chann	3
Liberal Studies and/or Diversity	3
<b>Speak with an Academic Advisor or a Faculty Mentor regarding graduate school or career planning.</b>	

Year 3 - Spring	
MER 300W or ADV 311W	3
Liberal Studies Science Lecture	3
Liberal Studies Science Lab	1
Liberal Studies and/or Diversity	3
General Elective Course	3
General Elective Course	3

Year 4 - Fall	
MER 431 Visual Merchandising	3
General Elective Course	3
General Elective Course	3
General Elective Course	3
General Elective Course	3

Year 4 - Spring	
MER 490C Professional Practices for Merchandising	3
General Elective Course	3
General Elective Course	3
General Elective Course	3
General Elective Course	3