



**PHILADELPHIA
UNIVERSITY**

BS Fashion Management & Merchandising Specialization Declaration/Change of Specialization Form

For use with 2015 and Earlier Catalog Only

Name *[Print]* _____ Student ID # _____

Phone _____ Email _____@students.philau.edu

- I am declaring my specializations for the first time
 I am changing my previously declared specializations

List selected specializations (detailed on the back of this form)

1. _____
2. _____

Student's Signature _____ Date _____

Advisor's Signature _____ Date _____

Advisor's Name Printed _____

Processing: Student must present the completed form to the Office of the University Registrar. A copy of the form must be placed in student's advising folder.

Date Received in Registrar's Office _____ Date Processed by Registrar's Office _____

Specialization Name	Required Course	Designated Electives (0 or 1 needed to make up to 9 credits)
Buying & Merchandising	MKTG-328 MKTG-207	MKTG-310 or MKTG-3XX (Visual Merchandising)
Fashion Apparel Production	FASHMGT-201 FASHMGT-305N TEXT-331	None
Fashion Entrepreneurship	MGMT-2XX Entrepreneurship MGMT-411	MGMT-310 or MGMT-320 or MKTG-207 or MKTG-302 or MKTG-310 or MKTG-305 MKTG-328 MKTG-3XX (Visual Merchandising) or ECON-3XX (Managerial Economics)
Fashion Material Insight & Innovation	KNIT-201 WEAV-201	TEXT-301 or PRINT-305
Fashion Product Management	FASHMGT-408 FASHMGT-499	FASHMGT-308 or MKTG-302
Fashion Retail Experience	MGMT-320 MKTG-408	MKTG-207 or MKTG 310 or MKTG-3XX (Visual Merchandising)
Fashion Technology	CAD-201 FASHMGT-437	MKTG-408 or COMM-204
Global Brand Marketing	MKTG-305 MKTG-315 MKTG-324	None
Integrated Fashion Communication	COMM-204 FASHMGT-311	CAD-201 or MKTG-3XX (Visual Merchandising) or MKTG-310