



PHILADELPHIA UNIVERSITY

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

For Use with 2016 and Later Catalog Only

Name [Print] _____ Student ID # _____
Phone _____ Email _____@students.philau.edu

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

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

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 Courses
Buying and Merchandising	MKTG-328 (Buying & Merchandising) MKTG-302 (Product Development & Innovation) FASHMGT-304 (Visual Merchandising)
Fashion Value Chain & Innovation	FASHMGT-201 (Prototyping) FASHMGT-437 (Integrated Technology) FASHMGT-3XX (Fashion Value Chain)
Global Brand Strategy	MKTG-305 (Contemporary Brand Management) FASHMGT-499 (Apparel Merchandising Management) FASHMGT-3XX (Business of Licensing)