NORTHERN ARIZONA UNIVERSITY

School of Communication

Bachelor of Science in Merchandising

2005-2006 Undergraduate Catalog

Recommended Course Sequence

Freshman Year					
1st Semester			**2nd semester**		
Critical Reading & Writing	ENG 105	4	Fundamentals of Public Speaking	SC 111	3
Communication Analysis	COM 101	3	Merchandise Buying	MER 135	3
Merchandising Fundamentals	MER 131	3	MAT 114 or higher		3
Liberal Studies Lab Science		4	Elective		3
			Liberal Studies		3
	Total hours	14		Total hours	15

Sophomore Year					
3rd Semester			**4th semester**		
Basic Communication Theory	COM 200	3	Evaluating Apparel Quality	MER 235	3
Textiles	MER 232	3	Merchandising or general elective*		3
Minor		3	Minor		3
Merchandising or general elective*		3	Elective		4
Liberal Studies		3	Liberal Studies		3
	Total hours	15		Total hours	16

Junior Year					
5th Semester			**6th semester**		
Merchandising Planning & Control	MER 331	3	Promotional Communication	MER 300W	3
Minor		3	Merchandise Promotion	MER 332	3
Merchandising or general elective*		3	Minor		3
Liberal Studies		3	Merchandising or general elective*		3
Liberal Studies		3	Liberal Studies		3
	Total hours	15		Total hours	15

Senior Year					
7th Semester			**8th semester**		
Visual Merchandising	MER 431	3	Professional Practices for Merchandising	MER 490	3
Minor		3	Minor (18 hour)		3
Minor (21 hour)		3	Minor (24 hour)		3
Merchandising Elective*		3	Elective		3
Liberal Studies		3	Liberal Studies		3
	Total hours	15		Total hours	15

*Choose only THREE merchandising electives from the following list. Each class is only offered in a certain semester so decide which electives you wish to take, and then plan your other electives accordingly.
MER 243 will be offered Spring 2008. MER 244 and 401 are offered Fall 2007. MER 333 is offered Spring 2007. MER 430 and 434 are offered Fall 2006. MER 389 and MER 408 can be taken any semester after you have completed 89 credit hours.
PLEASE check with a Merchandising advisor for specifics and further information. The program is very precise and advising with either Kris Swanson or Judy Everett is highly recommended.
Note: Merchandising requires a minor in another School of Communication area or a College of Business minor or certificate.

You MUST take two diversity courses: a U.S. Ethnic Diversity course, and a Global Diversity course. These courses may be taken in Liberal Studies, or in your major, minor, or electives as long as they are approved diversity courses.

B.S. IN MERCHANDISING

The School of Communication requires that you complete the following courses with a grade of C or better:

School of Communication Core:
COM 101 (3 units) Communication Analysis
COM 200 (3 units) Basic Communication Theory
Liberal Studies Foundations
ENG 105 and MAT 110 or 114 or their equivalents

If you don't receive a grade of C or better in any of these courses, you must repeat the course(s) and earn a grade of C or better, within the parameters of the course repeat policies outlined in your catalog.

Be aware that courses in your major may have prerequisites that you must complete before taking those other courses.

Note that you must maintain a grade point average of at least 2.5 in all courses required for the merchandising major.

Instead of completing a minor, you may substitute an approved certificate from the College of Business Administration plus 3 additional units in CBA with the approval of your merchandising faculty advisor.

Note that NAU requires that at least 30 units of the courses you take for your degree must be upper-division courses (those numbered 300 and above).

Please note that you must complete NAU's diversity requirements by taking two, 3-unit courses, one in ethnic diversity and one in global awareness. These courses may be used to meet other requirements within your academic plan if you choose them carefully.

BE AWARE THAT THE FINAL RESPONSIBILITY OF SELECTING COURSES RESTS WITH YOU. IT IS YOUR FULL RESPONSIBILITY TO MEET THE REQUIREMENTS OF YOUR COURSE OF STUDY, IN THEIR PROPER ORDER, SO YOU DON'T FIND YOURSELF IN YOUR SENIOR YEAR INELIGIBLE FOR GRADUATION.

For further information, contact:
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