

LIM College Courses Required to Complete Degree Program		
LIM College Program: BBA-Fashion Marketing		
Curriculum Year: 2020-2021		
Course Code	Course Name at LIM	Credit Amount
TECH 1310	Business Spreadsheets	3
COMM 2010	Critical Thinking	3
COMM 2025	Digital Culture in Business & Life	3
MATH 2760	Applied Data Analysis	3
CARE 1300	Internship Prep: Designing your Career	3
CARE 1620	Internship I	2
CARE 2620	Internship II	2
CARE 4800	Snr. Coop Prep: Launching your Career	1
CARE 4820	Senior Co-op	6
MNGT 2310	Management	3
ACCT 2700	Accounting	3
BUSN 3310	Business Law	3
FNCE 3410	Finance	3
VIST 2601	Digital Design I	3
MRKT 2650	Power of the Brand	3
MRKT 2710	Consumer Behavior	3
MRKT 2714	Integrated Marketing Communications	3
MRKT 2715	Applied Marketing Research	3
MRKT 3350	Global Markets	3
EMRK 3415	Internet Marketing I	3
FASH 4960	Senior Capstone	6
LBRT9999	Liberal Arts Credits	6
MKRT9999	Marketing Elective	3
Total Credits required at LIM College to complete BBA: Marketing		71
Credit Breakdown for LIM College Degree Program:		
Total amount of credits that are applicable to degree program: 51		
Total amount of credits that are not applicable to degree program: 11		
Total amount of credits to be completed for degree program: 71		