

MEMORANDUM

Date: September 12, 2022

To: AnnMarie Hughs, Fashion Design and Merchandising Chair

From: Tara Truhan, Director of Corporate and University Partnerships

CC: Dr. Lisa Springer, Provost

Subject: Articulation Agreement Update- New BBA in Fashion Marketing Announcement with updated Transfer Guides

Dear AnnMarie,

LIM College is excited to announce that the BBA in Marketing will become a BBA in Fashion Marketing beginning this fall 2022. The new degree includes coursework in Fashion Marketing and Communications and Fashion Branding.

Current marketing students will have the option to complete their degree in a BBA in Marketing or can switch to the new BBA in Fashion Marketing. Both degree programs will be housed in the newly created Fashion Merchandising and Fashion Marketing Department. Students entering LIM College for the fall 2022 semester will begin in the new BBA degree in Fashion Marketing program.

Below is a copy of the updated Transfer Guides detailing how courses will transfer and the remaining course sequence once a student transfers to LIM College. Our admissions counselors and academic advisors will work closely with all students interested in pursuing this degree path. The number of credits transferred remains the same; only changes to the course names were updated.

If you have any questions, please let me know. I look forward to continuing to work with you on our current partnership.

Best,

Tara

Transfer Guide

Brookdale Community College to LIM College

**Brookdale Community College: Design and Merchandising, A.S. Concentration:
Merchandising**

Curriculum Year: 2022-2023

Course at Brookdale Community College	Credit Amount	Course at LIM College	Credit Amount
ENGL121 English Composition: The Writing Process	3	ENGL1100 English Composition	3
ENGL122 English Composition: Writing and Research	3	ENGL3110 Global Themes for Writing	3
ARTH106 History of Art: Ancient Through Medieval	3	ARTS2215 History of Arts	3
COMP129 Information Technology	3	TECH9999 Business Technology Elective	3
ECON106 Microeconomics	3	ECON 2100 Economics	3
ENVR107 Environmental Science	4	SCIC 9999: Science Elective; Residual 1 credit leftover of SCIC 9999	4
MATH131 Statistics or MATH145 Algebraic Modeling	4	MATH1300 Introduction to Statistics; Residual 1 credit leftover of MATH 9999	4
PHIL227 Introduction to Ethics or PSYC106 Introduction to Psychology II	3	PHIL3650 Ethics or PSYCH9999	3
SPCH115 Public Speaking	3	COMM 1400 Communicating Across Cultures	3
General Education: Recommend ARTH107 History of Art: Renaissance Through Contemporary or ECON105 Macroeconomics	3	ARTS 9999 Art Elective or ECON 9999 Economics Elective	3
FASH121 Fashion Merchandising	3	FASH1110 Introduction to Fashion Business	3
FASH122 Textile Science	3	FASH2250 Fabrics for Fashion	3

FASH131 Sewing Techniques 1	3	ELEC9999 General Elective Credit	3
FASH212 Visual Merchandising and Display	3	VIST1010 Visual Communication	3
FASH224 Case Studies and Executive Development in Fashion Merchandising	3	FASH9999 Fashion Merchandising Elective	3
FASH225 Survey of Historic Costume	3	FASH1615 Fashion History and Global Attire	3
FASH235 Global Sourcing and Sustainability in Fashion	3	FASH2612 Sustainability and the Future of Fashion	3
FASH213 Buying and Merchandising Math	3	FASH2560 Buying and Merchandising Math	3
MKT101 Introduction to Marketing	3	MKRT1550 Marketing	3
MTK111 Fundamentals of Retailing	3	FASH1210 Retailing: Global and Omni	3
Total Credit Amount at GCC:	62	Total Credit Amount at LIM College:	62

Please note: Transfer Guides are intended to provide preliminary transfer credit information. Admitted students will receive a personalized transfer credit evaluation, based on their unique transfer credits. To maximize your transfer credits, it is recommended to take the suggested courses outlined above. LIM College will accept a maximum of 85 transferable credits. To learn more about how transfer credits apply to a specific degree program or for any additional questions, please contact: transferservices@limcollege.edu.

LIM College Courses Required to Complete Degree Program		
LIM College Program: Fashion Marketing, BBA		
Curriculum Year: 2022-2023		
Course Code	Course Name at LIM	Credit Amount
TECH 1310	Business Spreadsheets	3
COMM 2025	Digital Culture in Business & Life	3
COMM 2010	Critical Thinking	3
MATH 2760	Applied Data Analysis	3

CARE 1300	Internship Prep: Designing Your Career	2
CARE 1620	Internship I	2
CARE 2620	Internship II	2
CARE 4800	Senior Co-op 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
MRKT 2619	Fashion Marketing & Communications	3
VIST 2601	Digital Design I	3
MRKT 2650	Fashion Branding	3
MRKT 3350	Global Markets	3
MRKT 2710	Consumer Behavior	3
MRKT 2715	Marketing Insights & Research	3
MRKT 3368	Marketing Analytics	3
MRKT 4960	Senior Capstone	6
EMRK 3415	Digital Marketing I	3
Total Credits required at LIM College to complete BBA: Fashion Marketing		67

11 leftover credits