

## MEMORANDUM

**Date:** September 12, 2022

**To:** Asanyah Davidson, Chairperson, Miami Fashion Institute, Miami Dade College

**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 Asanyah,

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

<b>Transfer Guide</b>			
<b>Miami Dade College: Associate in Science in Fashion Merchandising</b>			
<b>Curriculum Year: 2022-2023</b>			
<b>Course at Miami Dade</b>	<b>Credit Amount</b>	<b>Course at LIM College</b>	<b>Credit Amount</b>
CTE 1050 Introduction to Fashion Design & Related Industries	3	FASH 1110 Introduction to the Fashion Business	3
CTE 2732 Fashion Illustration Technology	3	FASH 2319 Digital Tools for Fashion Presentation	3
MAR 1011 Principles of Marketing	3	MRKT 1550 Marketing	3
GEB 1011 Principles of Business	3	BUSN 9999 Business Elective	3
CTE 2610 Fashion Forecasting & Research	3	FASH 9999 Fashion Merchandising Elective	3
CTE 1801 Introduction to Merchandising	3	FASH 9999 Fashion Merchandising Elective	3
CTE 2301 Product Development	3	FASH 3250 Product Development and Merchandising	3
MAR 1720 Marketing in the Digital World	3	EMRK 3415 Internet Marketing I	3
CTE 2388 Principles of Contemporary Retailing	3	FASH 1210 Retailing: Global and Omni	3
CTE 2802 Fashion Merchandising Strategies	3	FASH 2710 Applied Concepts in Merchandising	3
CTE 2836 Global Merchandising	3	FASH 9999 Fashion Merchandising Elective	3
CTE 2800 Textile, Apparel & Retail Analysis	3	FASH 2250- Fabrics for Fashion	3
CTE 2111C Digital Fashion Portfolio	3	VIST 2602 Digital Design II Waived from VIST 2601- Digital Design I (0 credits)	3
CTE 1942 Fashion Industry Internship	3	CARE 1620 Internship I ELEC 9999 Elective (General)	2 1
ENT 2212 Entrepreneurial Leadership	3	BUSN 2710 Entrepreneurship	3
ENC 1101 Communications	3	ENGL 1100 English Composition	3
SPC 1017 Fundamentals of Speech Communications	3	COMM 1400 Communicating Across Cultures	3
PHI 2604 Critical Thinking/Ethics	3	PHIL 3650 Ethics	3
ECO 2013 Principle of Economics (MACRO)	3	ECON 2100- Economics	3
MAC 1105 College Algebra	3	MATH 1100 College Algebra	3
<b>Total Credit Amount at Miami Dade:</b>	<b>60</b>	<b>Total Credit Amount at LIM College:</b>	<b>60</b>

LIM College Courses Required to Complete Degree Program		
LIM College Program: BBA-Fashion Marketing		
Curriculum Year: 2022-2023		
Course Code	Course Name at LIM	Credit Amount
TECH 1310	Business Spreadsheets	3
MATH 1300	Intro to Statistics	3
COMM 2010	Critical Thinking	3
COMM 2025	Digital Culture in Business & Life	3
MATH 2760	Applied Data Analysis	3
ENGL 3110	Global Themes for Writing	3
CARE 1300	Internship Prep: Designing your Career	2
CARE 2610	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
MRKT 2619	Fashion Marketing & Communications	3
MRKT 2650	Fashion Branding	3
MRKT 2710	Consumer Behavior	3
MRKT 2715	Marketing Insights & Research	3
MRKT 3350-	Global Markets	3
MRKT 3368	Marketing Analytics	3
MRKT 4960	Senior Capstone- Fashion Marketing	6
LBRT 9999	Liberal Arts Electives (2 courses/6 credits)	6
<b>Total Credits required at LIM College to complete BBA: Fashion Marketing</b>		<b>71</b>
	Credits transferred: 60	
	Credits applied to degree: 50	
	Credits not applied to degree: 10	
	Credits to complete degree: 71	

Miami Dade AS: Fashion Merchandising to  
LIM College: BBA: Fashion Marketing (2022-2023)

Semester 1		
Course #	Name	Credits
TECH 1310	<b>Business Spreadsheets</b>	3
COMM 2010	<b>Critical Thinking</b>	3
COMM 2025	<b>Digital Culture in Business &amp; Life</b>	3
CARE 1300	<b>Internship Prep: Designing your Career</b>	2
MRKT 2650	<b>Fashion Branding</b>	3
		14
Semester 2		
Course #	Name	Credits
MATH 1300	<b>Intro to Statistics</b>	3
CARE 2610	<b>Internship II</b>	2
MNGT 2310	<b>Management</b>	3
ACCT 2700	<b>Accounting</b>	3
MRKT 2715	<b>Marketing Insights &amp; Research</b>	3
		14
Semester 3		
Course #	Name	Credits
MATH 2760	<b>Applied Data Analysis</b>	3
ENGL 3110	<b>Global Themes for Writing</b>	3
LBRT 9999	<b>Liberal Arts Elective</b>	3
BUSN 3310	<b>Business Law</b>	3
MRKT 2619	<b>Fashion Marketing and Communications</b>	3
		15
Semester 4		
Course #	Name	Credits
CARE 4800	<b>Snr. Coop Prep: Launching your Career</b>	1

FNCE 3410	<b>Finance</b>	3
MRKT 3350	<b>Global Markets</b>	3
MRKT 2710	<b>Consumer Behavior</b>	3
MRKT 3368	<b>Marketing Analytics</b>	3
LBRT 9999	<b>Liberal Arts Elective</b>	3
		16
<b>Semester 5</b>		
<b>Course #</b>	<b>Name</b>	<b>Credits</b>
CARE 4820	<b>Senior Co-op</b>	6
MRKT 4960	<b>Senior Capstone</b>	6
		12