

ARTICULATION AGREEMENT GUIDE

Washtenaw Community College – AAS in Retail Management
Eastern Michigan University – BS in Fashion Marketing Innovation

Washtenaw Community College Courses: Eastern Michigan University Courses:

Michigan Transfer Agreement (MTA) Requirements (30 credits)

Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core Requirements and will be required to complete only the General Education Application Requirements of one Perspectives on a Diverse World course, one Learning Beyond the Classroom experience, and a Writing Intensive course in the major. Courses listed below for the MTA also satisfy program requirements at EMU and/or WCC. For WCC approved MTA courses go to the community college's website. Students without an MTA or MACRAO endorsement must complete EMU's general education program.

1. A course in English Composition

ENG 111 Composition I.....4	WRTG 121 Composition II (3)+14
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2. A course in English Composition or Communication

Choose one from: COM 101 or COM 102.....3	COMM 124 or COMM 227.....3
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3. A course in Mathematics

Choose one from the approved MTA list.....4	MATH 110 or STAT 1704
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4. Two courses in Natural Sciences from different disciplines (one lab required)

Choose two from the approved MTA list7-8	General Transfer Credit.....7-8
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5. Two courses in Humanities and Fine Arts from different disciplines

Choose two from the approved MTA list6	General Transfer Credit.....6
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6. Two courses in Social Sciences from different disciplines

Choose two from the approved MTA list6	General Transfer Credit.....6
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* EMU's Perspectives on a Diverse World Requirement: Transfer students are required to complete one course that meets the diversity requirement. The course may also fulfill an MTA requirement at WCC. **Communication:** COM 225; **Natural Science:** ENV 101, 105; **Humanities:** ART 143, 150; COM 225; DAN 180; DRA 180; ENG 181, 213, 214, 242; FLM 150, 221; HUM 175, 181; MUS 180; **Social Science:** ANT 201; ECO 280; GEO 101; HST 108, 109, 123, 150, 230, 235, 241; PSY 251; SOC 205. **These courses apply to the diversity requirement, but do not satisfy the MTA:** ECD 240

WCC Retail Management Program Requirements (32 credits)

1 BMG 205 Creating the Customer Experience.....3	AACR GENsub for Restricted Elective3
1 BMG 206 Retail Principles and Practices3	MKTG 000 sub for Restricted Elective3
1 BMG 228 Purchasing and Inventory Control3	SCM 000 sub for Restricted Elective3
BMG 230 Principles of Management.....3	MGMT 000 General Transfer Credit3
BMG 273 Managing Operations3	MGMT 000 General Transfer Credit3
BMG 275 Business & Supply Chain Analytics.....3	SCM 000 General Transfer Credit3
BMG 295 Supply Chain Field Studies.....2	SCM 000 General Transfer Credit2
Restricted electives toward completion of a certificate.....12	Variable Transfer Credit12

Certificates that include the following courses are recommended:

1 BMG 160 Principles of Sales (3)	MKTG 261 Contemporary Selling (Rest Elective) (3)
1 BMG 250 Principles of Marketing (3)	MKTG 000 sub for Restricted Elective (3)
1 BMG 181 Introduction to Supply Chain Management (3)	SCM 000 sub for Restricted Elective (3)
1 BMG 182 Warehousing and Logistics (3)	SCM 000 sub for Restricted Elective (3)

Students will take restricted electives toward completing a certificate as part of the program requirement in one of the following areas (9-16 credits): *Accounting for Business Certificate, Human Resource Management (HRM) Certificate, Digital Business Marketing and Sales Certificate, Entrepreneurship and Innovation Certificate, Management Advanced Certificate or Degree in any occupational/technical area.*

EMU Requirements and Electives that may be taken at WCC or EMU (4 credits)

*ANI 150 3D Modeling and Production Pipeline.....4	SAG 175 Graphics for Simulation I (3)+14
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Credits at WCC:66	Credits that transfer to EMU 66
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*Required for EMU's BS in Fashion Marketing Innovation program. If not transferred, must be completed at EMU.

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 Eastern Michigan University – **BS in Fashion Marketing Innovation**

Completion of the BS in Fashion Marketing Innovation

Major Requirements (54 credits)

Program Requirements (51 credits)

ATM 145	Introduction to Business Fashion	3
ATM 150	Fashion Trend Forecasting.....	3
ATM 200	Aesthetics & Design Apparel Using Illustrator	3
ATM 212	Textile Science I: Fibers & Yarns	3
ATM 255	Apparel Analysis.....	3
ATM 302	Fashion Manufacturing Techniques CAD I	3
ATM 312	Textile Science II	3
ATM 345	Retail Math	3
ATM 355	Retail Buying	3
ATM 390	Virtual Retail and Merchandising	3
ATM 437	Senior Portfolio	3
BMMT 201	Microcomputers for Business Applications	3
¹ BMMT 300W	Research & Writing	3
FMI 125	Fashion Brand Management	3
FMI 402	Product Development CAS-2	3
FMI 487L4	Field Experience.....	3
MGMT 388	Introduction to Entrepreneurship	3

MKTG 360	Principles of Marketing.....	3
MKTG 365	Consumer Behavior	3
MKTG 368W	Marketing Strategy.....	3
MKTG 473	Marketing & Product Innovation	3
SCM 380	Introduction to Supply Chain Management	3
SCM 385	Logistics	3
SCM 386	Purchasing & Supply Management.....	3

Credits at EMU: 54

Transfer Credits: 66

Total Credits: 120

Restricted Electives (3 credits)

Select 3 hours from the following list or with approval from a program advisor, any course from the following minors, Marketing, Entrepreneurship, and Supply Chain. Students who have not transferred courses over from WCC toward this requirement must complete the 24 required credits for Restricted Electives.

ATM 105	Integrated Arts.....	3
ATM 118	Apparel Studio.....	3
ATM 135	Cultural Study of Dress.....	3
ATM 210	Display Techniques	3
ATM 265	Merchandising of Interior Furnishings	3
ATM 380	Fashion of the Haute Couture	3
ATM 392	Pattern Design.....	3
ATM 404	Textiles for Merchandising.....	3
ATM 439	Fashion Markets	3
FMI 460	Virtual Product Development CAD 3D.....	3

¹ Satisfies EMU's Writing Intensive Requirement

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Washtenaw Community College – **AAS in Retail Management or AAS in Supply Chain Management**

Eastern Michigan University – **BS in Fashion Marketing Innovation**

Additional Information:

1. Each institution will determine the satisfaction of their individual program and degree requirements. Both institutions agree to accept transferable courses from each other and from other regionally accredited institutions. WCC courses indicated with an * are required for EMU's BS in Fashion Marketing Innovation. Substitutions for these courses must be approved by the EMU program coordinator.
2. Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core Requirements and will be required to complete only the General Education Application Requirements of one "Perspectives on a Diverse World" course, one "Learning Beyond the Classroom" experience, and a "Writing Intensive" course in the major. The Perspectives on a Diverse World requirement may be transferred to EMU.
To use the Michigan Transfer Agreement (MTA), students must have an official community college transcript, with the "MTA Satisfied" endorsement sent to EMU's Admissions Office. Students who do not have "MTA Satisfied" on their community college transcript, will be required to satisfy EMU's general education requirements as applied to transfer students. The MTA may be completed after admission to EMU, however, students should inform their advisors or they may be advised to complete additional courses for the general education program. If already on the transcript, the MACRAO designation will be accepted at EMU after August 2019.
3. Only courses with a grade of "C" or better (2.0 on a 4.0 scale) will be accepted for transfer to either institution.
4. Under this agreement, EMU will waive the 60-hour rule and require that a minimum of 54 credit hours must be completed in EMU courses, with at least 15 hours in the program at the 300-level or above. Of the last 30 hours completed before graduating, a minimum of 10 credit hours must be in courses offered by EMU. A minimum of 120 credit hours, completed in-residence or accepted in transfer, is required for graduation.
5. Students must satisfy all admission requirements at the time of application for admission to EMU, including submitting transcripts from all previously attended colleges. WCC students will receive equal consideration with other students for course registration and financial aid.
6. Students are encouraged to contact EMU's Undergraduate Admissions Office before applying to EMU. To facilitate advising and the evaluation of transcripts, bring a copy of this articulation guide to all advising sessions.

Effective Date: May 1, 2025 until April 30, 2028.

This is a renewal of an agreement made in January 2017 and renewed in September 2020. This agreement is consistent with the 2024-2025 catalog. Students have until summer 2032 to graduate from Eastern Michigan University following this agreement. In the event that a student does not complete the program within seven years, they may be required to have their credits reevaluated using the requirements of the current articulation guide.

Contacts:

Washtenaw Community College

Advising

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Eastern Michigan University

Undergraduate Admissions

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[Schedule an appointment](#)