Department of International Trade & Marketing

ITM

https://www.fitnyc.edu/academics/academic-divisions/business-and-technology/itm/
Meet:

Professor Christine Pomeranz, Chair

Professor Sonja Chapman

Professor Guillermo Jimenez

Dr. Shireen Musa

Professor Patrick Yanez

Stacey Sedereas – Dept. & Industry Coordinator
ITM’s Mission

Prepare students for management positions in international trade and global fashion & other companies
ITM

• 25-year old program
• International faculty
• Industry-driven curriculum
• 300 majors, 30 minors, & almost 2,000 graduates
• Upper-division program only (no Associate level)
• Face-to-face and online degree programs
• Very active student body
• Exciting extra-curricular activities
• Internships, international travel, and scholarships
You are cordially invited to

Spring 2022
Talking Trade @ FIT

Alumni Career Panel: When it's Time to Move On
Wednesday, 30 March 2022
5:00 p.m. - 6:30 p.m.
https://nyu.webex.com/nyu/j.php?MTID=ee465eb93d8e156c4e4f1b5263
Join by Phone: +1-443-995-2010 Access code: 253 344 7451 Room P#R: 2873

Moderator: Bicka Chapman, Associate Professor, Dept. of ITM, Jay and Pathe School of Business & Technology, FIT

Panels:
- Ayesha Fekre
- Calvin Kim

ITM Alumni discuss recognizing when a career move will be beneficial or if there is still more opportunity for growth where you are.

International Marketing Careers in the Age of the Digital Consumers
Thursday, 6 May 2022
6:30 p.m. - 8:30 p.m.
https://nyu.webex.com/nyu/j.php?MTID=ee465eb93d8e156c4e4f1b5263
Join by Phone: +1-949-792-1200 Access code: 263 772 3160 Room P#R: 2873
In Partnership with the New York District Export Council on the occasion of World Trade Week

Moderator & Organizer: TED

Panels:
- Dushan Duvvuri, Integrated digital marketer and lecturer, Parsons School of Design at the New School and Rubenstein Business School
- Anna Chien, former marketing executive at UNiQ Cosmetics and Work
- Jennifer Koontz, founder of Lucky Honey, also on various panels hosted by Bloomberg's

With Gen Z emerging as the sustainability generation, the panel will discuss international marketing career options influenced by technology, the pandemic, and the consumer group's tendency to be fully online as the digital revolution evolves and as it becomes the most important spending group in 2020.

Free event. Both events will be available for attendance online. Guests may attend 5 May event in person at Spotify's premiums with prior registration and subject to change. See FIT's website for updates.
ITM Advisory Board

Executive Committee:

Jack Green, S&P Global
Eric Hart, Center for Executive Development Office
Paul Magel, Computer Generated Solutions
Sara L. Meyer, Gemini Shippers Association
Tom Pollock, Art Therapist
David Ursuolo, Ralph Lauren Corp.
Henry Welt, H. Welt & Company, Inc.
Dr. Anastasia Xantas, U.S. Department of Commerce

- Marlene Aguilar, Compass Branding
  Konstantina Arrmanda, Stella & Dot
  Henri Broumandjian, GRAFF
  Amanda Berlens, Ronnieke Insurance Group
  Rick Thompson, J. Crew
  Robert C. Quere, GEODIS USA, Inc.
  Pamela Church, Ely, Baker & McKenzie LLP
  Giacomo J. Corsaro, ESQ Corsaro Montgomery
  Maritana Fundador, Reliance Brand Management
  Pat Vesper, Target
  Elizabeth Haidar, Azzurri
  Jade Huang, Stylesage
  Steven Harwic, Awaytravel.com
  Fariha Julliff, Diane Von Furstenberg Studio, L.P. (formerly with DVF)
  Irina Kopytovska, Oikide Intimates and Suachi Inc.
  Phil Marcuzzi, VF Corporation
  William Mcnair, PVH Corp.
  Kara McShane, Goldman Sachs
  Yelena Mogelevsky, Konmar Brands
  Abby Peterson, Webster Bank
  Sydne Price, The Knows Purpose (TKP)
  Jennifer Ratke-Loring, Sprigboard Retail
  David M. Rosenborg, ETC, Carlisle Group
  Roberto Rosales, Kates America
  Donna Sharp, Sharp Global Partners, Ltd.
  Marc D. Sohnke, CIG, CLC, March & McLennan Agency
  Jay D. Silver, Meyers Hoffman McCam P.C., CBIZ MHM

Ex-Officio:

Professor Christine S. Premuzic, ITM Chairperson

Department of International Trade & Marketing for the Fashion Industries (ITM)
You are cordially invited to

ITM’s SPRING 2022

Field Trip to

Shopify

On-site visit organized by
Chris Snyder, Team Lead at
Shopify and Prof. Mark Greiz,
Adjunct Assistant Professor,
Department of International Trade
& Marketing

Convening Time: 9:15 a.m. inside the lobby of Shopify, 131 Greene Street, New York, NY
Date: Thursday, April 7, 2022. Tour starts at 9:15 a.m. & ends at 10:45 a.m.
Company: Shopify
Location: 131 Greene Street, New York, NY 10012
Tour will cover:

- Overview of Shopify solutions for E-commerce
- Key features offered
- How to set up your own customizable website and online store
- Review the capabilities of the CMS, such as Shopify POS, SEO tools, dropshipping, analytics, shipping functionalities (including integration with 3rd party shipping apps, payment etc.) etc.
- Overview of Shopify APP store
- Cross Border E-commerce tools such as currency conversion, tax computation, International shipping, utilizing/registering International domains etc.

Limited space. Sign up by Noon on Friday, February 18, 2022 through
Stacey_Goodman@fitnyc.edu giving your name, phone number, and e-mail address.

ITM majors who have classes or work during this event may use the letter on the back of this flyer to request to be excused from class or work to attend this department-sponsored event. Visit www.fitnyc.edu/ITM for updates on this event. For additional information, contact ITM Chairperson at Christine_Pomaranz@fitnyc.edu
ITM Bachelor Degree Program

- 2-year program
- 21 courses – 63 credits
- Including:
  - 9 major courses (5 required + 4 electives)
  - 12 liberal arts courses
  - many options of “elective courses”
  - winter abroad (January) option
ITM Bachelor Degree Program

FIT’s School of B&T
Fashion Business Management
Marketing Communications
International Trade & Marketing
Textile Development Marketing
Production Management
Home Product Development
Cosmetic/Fragrance Marketing
Direct and Interactive Marketing
Tech Design and Patternmaking
Entrepreneurship

ITM REQUIREMENTS
- Int’l Trade
- Int’l Business Transactions
- Import/Export Regulations
- Global Marketing
- Global Sourcing
- An Experiential Requirement (recommended optional elective)
- 4 Electives
- English elective
- Statistical Analysis
- Math Modeling/Math of Financial Life Management
- Macro/Micro/Economics minor course
- 1 semester Foreign Language
- 5 to 6 Liberal Arts electives that can go toward earning minors
- 63 credits

ITM Electives
- Int’l Finance
- Int’l Bus. Law
- Int’l Fashion Law
- Int’l Management
- Int’l Corp. Responsibility
- Global Marketing of Luxury Brands
- Int’l Logistics
- Int’l Marketing Research
- Export Promotion Marketing
- Compliance Management
- Practicum
- Cross Border eCommerce and Social Media
ITM Bachelor Degree Program

Department of International Trade & Marketing
Educating Global Leaders

ITM Program

These requirements apply only to students entering the ITM program on the Spring 2022 semester.
Returning students, please refer to the Advisement Sheet for the semester in which you were accepted into the program.

Total of 21 courses (62 credits): 9 ITM courses (28 credits) and 12 liberal arts courses (34 credits)

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 1 (Spring 2022)</td>
<td>Semester 2 (Spring 2023)</td>
</tr>
<tr>
<td>IN322 International Trade</td>
<td>IN435 Global Sourcing (prereq IN323)</td>
</tr>
<tr>
<td>IN353 International Business Transactions</td>
<td>ITM major elective</td>
</tr>
<tr>
<td>Choice of any 200- or 300-level English course</td>
<td>Choice of Economics minor course</td>
</tr>
<tr>
<td>MA223 Statistical Analysis: Pre-requisite: a minimum score of 520 on the SAT Mathematics, or 22 on the ACT Mathematics test. The course is open to all international students passing the Math Placement Test administered by the Academic Skills Testing Center (Room C-612). For any questions, please contact the Department of Science and Math at room B-831.</td>
<td>Liberal Arts course choice</td>
</tr>
<tr>
<td>Science or Foreign Language exam</td>
<td>Choice of Foreign Language</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Semester 2 (Fall 2022)</th>
<th>Semester 2 (Fall 2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN352 Global Marketing</td>
<td>IC406 Senior Internship or IN402 International Trade Practicum or ITM major elective</td>
</tr>
<tr>
<td>IN353 Import/Export Regulations (prereq IN302)</td>
<td>ITM major elective</td>
</tr>
<tr>
<td>ITM major elective</td>
<td>Three Liberal Arts course choices</td>
</tr>
<tr>
<td>MA311 Math Modeling for Business Pre-requisite: completion of MA201 Algebra Review, or receipt of transfer credits for College Algebra, or with an ACT score of 25 or with a SAT score of 520 on the SAT Math, or 22 on the ACT.</td>
<td></td>
</tr>
<tr>
<td>A passing grade in Developmental Mathematics courses offered at another accredited college or university. The prerequisite for MA201 can be waived for students who have completed a Pre-Calculus, a Precalculus, or a Calculus course with a minimum grade of C. In the course of international students passing the Algebra Placement Test administered by the Dept. of Math and Science (room C-612) may require the SAT Math score or an ACT pre-requisite. For any questions, please contact the Dept. of Science and Math at room B-831.</td>
<td></td>
</tr>
<tr>
<td>IN342 Microeconomics (prereq IN314)</td>
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</tr>
<tr>
<td>Foreign Language or Liberal Arts elective</td>
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</tr>
<tr>
<td>ITM Major Elective Courses: Choice of</td>
<td>(Available in class assignments, except IN320 and IN452, which are currently in class and abroad, respectively)</td>
</tr>
<tr>
<td>IN356 Compliance Management in Int'l Trade</td>
<td>IN450 Cross Border e-Commerce and Social Media</td>
</tr>
<tr>
<td>IN354 International Marketing Research</td>
<td>IN453 Global Marketing of Luxury Brands</td>
</tr>
<tr>
<td>IN354 International Logistics</td>
<td>IN454 Export Promotion Marketing IN454</td>
</tr>
<tr>
<td>IN354 International Corporate Responsibility</td>
<td>IN492 International Business Law</td>
</tr>
<tr>
<td>IN454 Export Promotion Marketing IN454</td>
<td>IN492 International Trade Practicum</td>
</tr>
<tr>
<td>IN454 International Management</td>
<td></td>
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</tbody>
</table>

Liberal Arts

Without adding courses to their program, ITM majors must have one or more Liberal Arts Minor(s). See choices below and the College’s website at http://www.fit.edu/grad/ to find out more and sign up. Please contact the Academic Advisement Center at http://www.fit.edu/ia/ for additional information and advisement.

American Studies
Asian Studies
Communication Studies
Dance and Performing Arts
Economics
English
Ethics & Sustainability

Histories
Asian Studies
Islam
Latin American Studies
Mathematics
Psychology
Sociology
Spanish

You must complete your minor by the time you complete your ITM major.
Advisement for ITM Majors

1. Upon registration, ITM majors are assigned an e-mail address. If you do not know your login name and password, contact the IT Help Desk at C-1056, or call 312-191-HELP if you already have a personal e-mail address, you can use your ITU email account. Your email account is automatically associated with your personal e-mail address.

2. ITM Bachelor Degree Program: To ensure that you meet the requirements for a Bachelor’s degree, students must take at least 90 credits at ITU, 60 of which must be at the 300-level or above.

3. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

4. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

5. ITU Academic Advising: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

6. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

7. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

8. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

9. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

10. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

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12. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

13. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

14. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

15. ITM Bachelor Degree Program: Majors must complete all of the ITM Bachelor Degree Program courses, including all 300-level courses.

### ITM Advisors and Important Offices

<table>
<thead>
<tr>
<th>Department</th>
<th>Name</th>
<th>Location</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITM Department</td>
<td>Dean, Interests, Exp. in Industry Project Coordinator</td>
<td>301 AB Davis, 301 AB Davis</td>
<td>312-753-1091, mعني@fnc.edu</td>
</tr>
<tr>
<td>ITM Department Chair</td>
<td>Prof. Christian D. Tommasi</td>
<td>301 AB Davis, 301 AB Davis</td>
<td><a href="mailto:christian_tommasi@fnc.edu">christian_tommasi@fnc.edu</a> (office hours posted on door)</td>
</tr>
<tr>
<td>ITM Marketing Program</td>
<td>Prof. James Miller</td>
<td>B-434 within 4342 suite</td>
<td>312-753-1091, mعني@fnc.edu</td>
</tr>
<tr>
<td>International Trade Student Association (ITSA)</td>
<td>Prof. Lawrence Delton</td>
<td>B-126 or email</td>
<td><a href="mailto:Lawrence_delton@fnc.edu">Lawrence_delton@fnc.edu</a></td>
</tr>
<tr>
<td>ITM Practice</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ITM Graduate Program</td>
<td>Asst. Director, Graduate Studies</td>
<td>C-158</td>
<td>312-753-1091, mعني@fnc.edu</td>
</tr>
<tr>
<td>Academic Affairs, Undergraduate Programs</td>
<td>&amp; Industry Project Coordinator</td>
<td>301 AB Davis, 301 AB Davis</td>
<td><a href="mailto:christian_tommasi@fnc.edu">christian_tommasi@fnc.edu</a> (office hours posted on door)</td>
</tr>
<tr>
<td>Center for Internship &amp; Career Development</td>
<td>Prof. Frank Miller</td>
<td>301 AB Davis, 301 AB Davis</td>
<td><a href="mailto:frank_miller@fnc.edu">frank_miller@fnc.edu</a></td>
</tr>
<tr>
<td>Office of International Programs</td>
<td></td>
<td>B-129</td>
<td>312-753-1091, mعني@fnc.edu</td>
</tr>
<tr>
<td>Office of International Student Services</td>
<td></td>
<td>B-123</td>
<td>312-753-1091, mعني@fnc.edu</td>
</tr>
<tr>
<td>University Relations</td>
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<tr>
<td>Academic Advising Center</td>
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<tr>
<td>Counseling Center</td>
<td>Director, Counseling</td>
<td>312-753-1091, mعني@fnc.edu</td>
<td></td>
</tr>
<tr>
<td>Academic Advising Center</td>
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</tr>
<tr>
<td>Counseling Center</td>
<td>Director, Counseling</td>
<td>312-753-1091, mعني@fnc.edu</td>
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</tr>
<tr>
<td>ITU Health Services</td>
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<tr>
<td>Office of Financial Aid Services</td>
<td>Counselor</td>
<td></td>
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<tr>
<td>School of Continuing Education</td>
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<tr>
<td>Security</td>
<td>Officer</td>
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</tr>
</tbody>
</table>

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### ITM Spring 2022 Course Schedule

**Jan 31, 2022 - May 23, 2022**

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CRN</th>
<th>SEC</th>
<th>DAY &amp; TIME</th>
<th>ROOM</th>
<th>PROFESSOR</th>
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<tbody>
<tr>
<td>IN312 International Trade</td>
<td>12399</td>
<td>T22</td>
<td>Thu 5:00pm - 8:00pm</td>
<td>A396</td>
<td>Yusen</td>
</tr>
<tr>
<td></td>
<td>16662</td>
<td>T09</td>
<td>Thu 5:00pm - 8:00pm</td>
<td>A396</td>
<td>Yusen</td>
</tr>
<tr>
<td></td>
<td>35964</td>
<td></td>
<td>Online</td>
<td>OL1</td>
<td></td>
</tr>
<tr>
<td>IN312 Int'l Business Transactions</td>
<td>00008</td>
<td>T01</td>
<td>Mon 1:00pm - 4:00pm</td>
<td>A396</td>
<td>Chison</td>
</tr>
<tr>
<td></td>
<td>19767</td>
<td>D1</td>
<td>Online</td>
<td>OL1</td>
<td></td>
</tr>
<tr>
<td>IN306 Compliance Aspects in Int'l Trade</td>
<td>15791</td>
<td>T01</td>
<td>Wed 1:00pm - 4:00pm</td>
<td>A396</td>
<td>Chison</td>
</tr>
<tr>
<td>IN322 Global Marketing</td>
<td>12385</td>
<td>T01</td>
<td>Thu 2:00pm - 5:00pm</td>
<td>D311</td>
<td>Geizh</td>
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<tr>
<td></td>
<td>17806</td>
<td>T04</td>
<td>Thu 2:00pm - 5:00pm</td>
<td>C310</td>
<td>Yusen</td>
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<tr>
<td></td>
<td>10383</td>
<td>D1</td>
<td>Online</td>
<td>OL1</td>
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<td></td>
<td>14330</td>
<td>O1</td>
<td>Online</td>
<td>OL2</td>
<td>Yusen</td>
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<tr>
<td></td>
<td>10963</td>
<td></td>
<td>Online</td>
<td>OL2</td>
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<tr>
<td>IN325 Import/Export Regulations</td>
<td>14026</td>
<td>T01</td>
<td>Tue 9:00am - 12:00pm</td>
<td>A396</td>
<td>Kase</td>
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<tr>
<td></td>
<td>49860</td>
<td>T04</td>
<td>Tue 9:00am - 12:00pm</td>
<td>A396</td>
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<tr>
<td></td>
<td>10963</td>
<td>O1</td>
<td>Online</td>
<td>OL2</td>
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<tr>
<td>IN326 International Mkt Research</td>
<td>12076</td>
<td>T04</td>
<td>Tue 2:00pm - 5:00pm</td>
<td>A396</td>
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<tr>
<td>IN341 International Logistics</td>
<td>9941</td>
<td>T01</td>
<td>Wed 1:00pm - 2:00pm</td>
<td>A396</td>
<td>Chison</td>
</tr>
<tr>
<td>IN342 International Corporate Responsibility</td>
<td>17140</td>
<td>T0A</td>
<td>Mar &amp; Wed, 2:00pm - 3:30pm</td>
<td>A397</td>
<td>Jinmei</td>
</tr>
<tr>
<td>IN406 Cross Border e-Commerce &amp; Social Media</td>
<td>15378</td>
<td>T01</td>
<td>Thu 9:15am - 10:30am</td>
<td>G307</td>
<td>Geizh</td>
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<tr>
<td>IN425 Global Marketing of Luxury Brands</td>
<td>15204</td>
<td>T01</td>
<td>Tue 3:15pm - 6:00pm</td>
<td>D406</td>
<td>WEF</td>
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<td></td>
<td>15567</td>
<td>R1</td>
<td>Tue 3:15pm - 6:00pm</td>
<td>D406</td>
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<td></td>
<td>35971</td>
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<td>IN436 Export Promotion Marketing</td>
<td>13864</td>
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<td>Online</td>
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<td>IN437 Export Sourcing</td>
<td>12209</td>
<td>T05</td>
<td>Thu 6:30pm - 8:30pm</td>
<td>A396</td>
<td>Megahoya</td>
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<tr>
<td>IN438 International Management</td>
<td>11111</td>
<td>T01</td>
<td>Wed 9:00am - 12:00pm</td>
<td>A396</td>
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<tr>
<td>IN441 International Business Law</td>
<td>11856</td>
<td>T04</td>
<td>Wed 1:00pm - 2:00pm</td>
<td>A396</td>
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<tr>
<td>IN442 International Finance</td>
<td>11128</td>
<td>O1</td>
<td>Online</td>
<td>OL1</td>
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<tr>
<td>IN443 Int'l Business Strategies &amp; Fashion Law</td>
<td>12380</td>
<td>O1</td>
<td>Online</td>
<td>OL1</td>
<td>Jinmei</td>
</tr>
</tbody>
</table>
Spring 2022 Academic Calendar

Spring 2022

- January 18: Residence halls open for new/entering students
- January 19, 20: New student Orientation
- January 20: Convocation
- January 22, 23: Residence halls open for returning students
- January 30*: Last day to receive 100% refund for spring tuition
- January 31*: First day of spring term
- Jan 31-Feb 6*: Late registration (add/drop) week for spring term
- February 4*: Spring financial aid refunds distributed
- February 6*: Last day to add/drop classes in MyIT (online system closes at 11:30pm)
- February 6*: Last day to receive 75% refund for spring tuition
- February 13*: Last day to receive 50% refund for spring tuition
- February 15*: Spring certification rosters open to faculty
- February 20*: Last day to receive 25% refund for spring tuition
- February 21: Presidents’ Day - college closed
- February 28*: Last day for faculty to submit certification rosters
- March 1*: Census date
- March 7 - 11*: Make-up examination period for Fall 2021 incomplete (IN) grades
- March 31: Graduation application must be received to be listed in Commencement program
- March 31: Summer 2022 registration begins for all students
- March 31: Fall registration begins for the School of Graduate Studies
- April 4 - 6: Fall 2022 registration begins for currently enrolled, degree seeking undergraduate students
- April 8: Fall 2022 registration begins for re-admitted degree students
- April 8: Fall 2022 registration begins for newly admitted graduate students
- April 11-17: Spring Recess - No classes
- April 15: Good Friday College closed
- April 26: Fall 2022 registration begins for non-degree students
- May 1: Graduation application priority deadline for December 2022/January 2023 candidates
- May 6*: Last day to submit spring Course Withdrawal forms (WD grades)
- May 6*: Last day to submit a College Withdrawal form for spring
- May 10: Fall registration begins for newly admitted Bachelor students
- May 16*: Final grade rosters open for faculty
- May 17*: Last Day for All Tuesday Classes
- May 18*: Last Day for All Wednesday Classes
- May 18 - 23*: All residents must vacate residence halls by 9:00 am on the day following their last final exam. Only students registered for Commencement can remain in the halls on Commencement day.
- May 19*: Last Day for All Thursday Classes
- May 20*: Last Day for All Friday Classes
- May 21*: Last Day for All Saturday Classes
- May 22*: Last Day for All Sunday Classes
- May 23*: Last Day for All Monday Classes
- May 23*: Official last day of Spring 2022 term
- May 23: Fall registration begins for one-year AAS students admitted Fall 2022
- May 24: Commencement
- May 25: Fall registration begins for two-year AAS students admitted Fall 2022
- May 26*: Last day for faculty to submit final grades for spring
Liberal Arts
Interdisciplinary Minors

• Just package your required Liberal Arts requirements with minor courses

• **Fifteen credits** that could fulfill your major and minor at the same time

• It does not lengthen your ITM program

• It will enhance employment opportunities

• See Academic Advisement Center at Feldman Center, C402 in person, 212 217.3080 by phone, & advisementcenter@fitnyc.edu by email

[https://www.fitnyc.edu/academics/minors/](https://www.fitnyc.edu/academics/minors/)
Academic Minors

MINORS
You love your major. But there’s so much more to learn. Minors help you discover a wider world of intellectual exploration.

Build Your Foundation

Understand your knowledge, understand the past, and think critically and flexibly.

- Economics
- Fashion History, Theory, and Culture
- History
- Theory of Art
- Mathematics
- Psychology
- Sociology

Gain Valuable Perspective

Dive deep into a culture, gain a global perspective, and expand your own world.

- African American and African Studies
- American Studies
- Asian Studies
- Curriculum Studies
- Ethics and the Global Context
- International Studies
- Italian Studies
- Latin American Studies
- LGBTQ+ Studies
- Middle East and North African Studies
- Women and Gender Studies

Learn Tech Skills and New Ways of Thinking

Deepen your knowledge of new technologies, design, and intellectual ideas.

- Computer Studies
- Creative Technology
- Design Thinking
- Ethics and Sustainability
- Integrating Media
- Three-Dimensional Design

Communicate

Expression takes many forms. Speak, listen, and share your creativity in new ways through arts and languages.

- Communication Studies
- Dance
- English
- Film and Media Studies
- French
- Italian
- Japanese
- Mandarin Chinese
- Spanish

Build Business and Marketing Skills

Whatever your major, business thinking can sharpen your perspective.

- Creative Entrepreneurship
- International Trade and Marketing

Next Steps

To declare a minor, visit the Academic Advisement Center, or make an appointment to speak with your academic advisor.

Our Work

A minor can inspire groundbreaking discoveries, or give you the chance to work with FIT faculty whose work defies categorization.
Watch Out For

• Courses with pre-requisites
  – Take **IN312** during your first semester with ITM, **IN323** during your second semester, and **IN433** during your third semester (You *have to* take one before the other.)
  – If you have not yet taken **SS141**, take it during your first semester, **SS242** during your second semester, and **SS443** or **SS446** or other Economics minor courses during your third semester
  – Other Liberal Arts courses with pre-requisites

• Take **IN433**, NOT IN201 or IN331

• **Register on the first day** you are able to do so especially for online and Liberal Arts classes

• Credits acknowledged in your Dars audit reports
## ITM Grading

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage Grade</th>
<th>When student earns this grade?</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100 - 96</td>
<td>Exceptional, outstanding work. Work of publishable quality; similar to work of experienced professionals.</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>95 - 90</td>
<td>Exceptional, outstanding work but it has a minor error or is missing a minor component.</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>89 - 87</td>
<td>Top undergraduate level work.</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>86 - 84</td>
<td>Very good work. Almost top-level.</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>83 - 80</td>
<td>Good work.</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>79 - 77</td>
<td>Above satisfactory work; has done above just above the minimum required work.</td>
<td>2.3</td>
</tr>
<tr>
<td>C</td>
<td>76 - 74</td>
<td>Satisfactory, average work. Understand the material and has done minimum required work.</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>73 - 70</td>
<td>Almost satisfactory; needs improvement</td>
<td>1.7</td>
</tr>
<tr>
<td>D</td>
<td>69 - 60</td>
<td>Very poor work; disappointing. (Minimum passing grade)</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>59 or Below</td>
<td>Non-Passing grade. Must repeat course. Both grades will remain on record and both grades will be calculated into the grade point average.</td>
<td>0</td>
</tr>
</tbody>
</table>
Dars Audit Reports

• Check all courses and requirements that are marked No or Minus
• In addition to the ITM requirements, you are to fulfill the SUNY Gen Ed. requirements as well
• Ensure that you can fulfill at least 60 credits FIT residency if you plan to study abroad
• Attach printer-friendly version to emails seeking assistance
• See Academic Advisement Center or ITM Chair AND Registrar before applying for graduation
How do I read the DARS audit?

1. The very top of the document will have your full name, student ID number, program and catalog year listed.
2. If you have requirements left to complete, you will see “at least one requirement has not been satisfied” listed on your audit.
3. There will then be a listing of how to interpret the status codes on the DARS audit, followed by the name and email address of the Registrar associated with your major.
4. The audit will begin with your current academic standing.
5. Below this, you will see your overall graduation requirements.
6. The next column begins the liberal arts requirements needed to graduate, organized by subject.
7. Placement results can be found above the English and Math requirements.
8. Each liberal arts area will detail which course(s) are required, how many course(s) are required, and if there are choices, which courses you may choose from.
9. Following the liberal arts columns will be the major requirements, organized by semester.
10. Each semester area will detail which courses are required, how many courses are required, and if there are choices, which courses you may choose from.
11. Following the major requirements, you may see a section for additional requirements such as general electives. If you do not see these additional requirements listed, your program does not require them.
DARS Audit Reports

DARS Header

1. PREPARED: 09/29/10 - 13:54
2. NAME:
3. PROGRAM: PK.BFA
4. PROGRAM CODE: PK.BFA
5. CATALOG YEAR: 2013

Fashion Institute of Technology - New York, NY
Degree Audit Report

1. Check date and time
2. If printing in a public place make sure this is your DARS by checking program and name
3. Review program and degree type for accuracy
4. Catalog year you are following:
   1. 2013-14 - Fall 2013
   3. 2015-16 - Spring 2014
   4. 2015-16 - Summer 2014
   5. 2015-16 - Fall 2014
5. Denotes if requirements for degree are missing.

DARS Legend

<table>
<thead>
<tr>
<th>NOTATION</th>
<th>EXPLANATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP</td>
<td>This requirement is in progress, successful completion is required</td>
</tr>
<tr>
<td>CR</td>
<td>This requirement is complete</td>
</tr>
<tr>
<td>ND</td>
<td>This requirement is not complete</td>
</tr>
<tr>
<td>+ (green sig)</td>
<td>This part of the requirement is complete</td>
</tr>
<tr>
<td>- (red sig)</td>
<td>This part of the requirement is not complete</td>
</tr>
<tr>
<td>NEEDS:</td>
<td>Number of courses or credits missing to complete the requirement</td>
</tr>
<tr>
<td>SELECT FROM</td>
<td>Courses required to complete the requirement</td>
</tr>
<tr>
<td>+ (green sig)</td>
<td>This part of the requirement is complete</td>
</tr>
<tr>
<td>- (red sig)</td>
<td>This part of the requirement is not complete</td>
</tr>
<tr>
<td>J</td>
<td>This part of the required SPMW gen area is not complete</td>
</tr>
<tr>
<td>R</td>
<td>This part of the required SPMW gen area is complete</td>
</tr>
<tr>
<td>D</td>
<td>THIS DOES NOT MEAN THE DARS HAS CHANGED TO A 0. THIS IS THE REQUIRED COURSE NOTATION APPEARS NEXT TO THE ORIGINAL NOTATION FOR THE COURSE</td>
</tr>
<tr>
<td>RP</td>
<td>This repeated course notation appears next to the course on the second line you register for it</td>
</tr>
<tr>
<td>X</td>
<td>No credit has been posted and GPA has not been calculated</td>
</tr>
<tr>
<td>NOTE: RM</td>
<td>Courses replaced by the Registrar</td>
</tr>
<tr>
<td>WW</td>
<td>This course has been withdrawn</td>
</tr>
<tr>
<td>T</td>
<td>Transfer credit has been awarded for this course</td>
</tr>
</tbody>
</table>

HOW DO I FIND WHICH COURSE(S) ARE MISSING TO COMPLETE DEGREE REQUIREMENTS?

- Look for a status of "NO."
- Then look for a minus (-) sign.
- The NEEDS line indicates the number of course(s) needed.
- The SELECT FROM line indicates what course(s) you can choose from.

NO Social Science Requirement:
- 1) FA20 SS 131 3.0 B - GENERAL PSYCHOLOGY
- NEEDS: 1 COURSE
- SELECT FROM: SS 141, 151, 171

WHAT HAPPENS IF I TOOK A COURSE THAT IS NOW REQUIRED FOR MY DEGREE?

In the example below, the student needs to replace three liberal arts courses and has only taken two so far.
Box B has a status of "NO" and indicates the student needs 1 course. The SELECT FROM choices are all the liberal arts department. To fulfill the liberal arts elective, a student can choose in History of Art, Chinese, English, French, Italian, Japanese, Liberal Arts, Math, Philosophy, Science, Spanish, or Social Science.

A. Course(s) below have been used to meet a previous requirement and the credits must be replaced for BS:
- 1) Liberal arts credits must be replaced with liberal arts elective credits (see Box B, below)
- 2) History of Art
- 3) Chinese

B. Additional liberal arts elective(s) needed to replace liberal arts listed in Box A above.
- 1) FA10 MA 231 3.0 T Calculus
- 2) SP11 EN 214 3.3 IP Gay and Lesbian Literature
Internships

• Plan two semesters in advance
• Attend the internship orientation during the prior semester (two semesters prior if you study abroad immediately before your internship) and meeting with your counselor is a pre-requisite for registering for class; suggest attending orientation just in case you encounter an unexpected opportunity
• Budget 15-20 hours per week to intern duties
• Make it a PROFESSIONAL internship
• Develop life-long relationships (references)
• Build bridges
ITM Internships

FIT Interns Available for International Trade Related Areas

FIT's Department of International Trade & Marketing for the Fashion Industries (ITM) offers a bachelor's of science in international trade and Marketing. Students who have completed specialized courses are available to intern in related companies. To learn about FIT's ITM visit [http://www.fitnyc.edu/itm/index.php](http://www.fitnyc.edu/itm/index.php)

<table>
<thead>
<tr>
<th>ITM interns available in these areas</th>
<th>Interns are taking or have completed these specialized courses</th>
<th>Preferred types of projects and/or firms' departments</th>
<th>Samples of past and current ITM internship sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intellectual Property</td>
<td>IN441 International Business Law</td>
<td>Trademarks, patents, copyrights</td>
<td></td>
</tr>
<tr>
<td>Trade Finance</td>
<td>IN442 International Finance</td>
<td>Trade finance, factoring, finance</td>
<td></td>
</tr>
<tr>
<td>Sourcing/CSR/Non-Governmental Organization</td>
<td>IN312 International Trade, IN515 Int’l Business Transactions, IN533 Import/Exports Regulations, IN433 Global Sourcing</td>
<td>Searching, rating, working with factories and vendors, CSR programs/projects</td>
<td></td>
</tr>
<tr>
<td>Logistics/Compliance</td>
<td>IN421 International Logistics, IN230 Compliance Mgmt. in Int’l Trade</td>
<td>Transportation, freight forwarding</td>
<td></td>
</tr>
<tr>
<td>Trade Policies</td>
<td>IN312 International Trade, IN318 Int’l Business Transactions</td>
<td>Trade agencies and associations, NGO’s advocacy</td>
<td></td>
</tr>
<tr>
<td>International Marketing</td>
<td>IN322 Global Marketing</td>
<td>Market research, product placement, consumer outreach, social media, licensing</td>
<td></td>
</tr>
<tr>
<td>Luxury Brands</td>
<td>IN423 Global Mktg/Luxury Brands</td>
<td>Luxury brands research, markets</td>
<td></td>
</tr>
<tr>
<td>International Internships</td>
<td>ITM courses</td>
<td>International brands, supply chain, distribution, marketing, etc.</td>
<td></td>
</tr>
</tbody>
</table>

Contact: Professor Nadia Peters, Career and Internship Coordinator. Nadia_Peters@fitnyc.edu. (212) 217-3556.

Update: Oct. 2019
ITM Advisement Tracks
Jobs Held by ITM Graduates

ITM's Advisement “Tracks”

To facilitate ITM majors' selection of elective courses, students are encouraged to consider the following “Tracks”, which are an unofficial configuration of elective courses. Regardless of the “track” selected by the student, the degree (diploma) granted by ITM is a “Bachelors of Science in International Trade and Marketing”. See your ITM academic advisor for additional information.

If you are interested in these Positions/Careers:

<table>
<thead>
<tr>
<th>International Trade Coordinator, Assistant Finance Analyst, International Credit Specialist, International Entertainment Agent, Project Coordinator/Manager, Professional Trainer, International Licensing, Merchandise Production, etc.</th>
<th>International Buyer, Import/Export Manager, U.S. Customs Agent or Import/Export Specialist, Customs Brokerage Manager, Traffic Manager, Logistics Manager, Director of Operations, Transportation Manager, Customs Compliance Manager, International Tax Manager, Professor, Associate Editor, etc.</th>
<th>International Management, International Marketing, International Real Estate, International Sales Manager, Web Coordinator, etc.</th>
<th>Government Environmental and Social Compliance, Auditor/Manager/Executive, Non-Government Organization (NGO) Manager, International Security Services, Sustainability Specialist, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA, Law, Master</td>
<td>MBA, Law, Master</td>
<td>MBA, Law, Master</td>
<td></td>
</tr>
</tbody>
</table>

Consider following “Track 1”:
International Business Management

Consider following “Track 2”:
International Trade, Sourcing & Policy Management

Consider following “Track 3”:
International Marketing Management

Consider following “Track 4”:
International Trade Law & Fashion Law

**REQUIRED COURSES for all 4 “Tracks”:**
- IN312 International Trade
- IN313 International Business Transactions
- IN222 Global Marketing
- IN223 Import/Export Regulations

**Track 1 - SUGGESTED ELECTIVES:**
- IN434 Intr’l Management
- IN463 Intr’l Business Strategies & Fashion Law
- IN442 Intr’l Finance
- IN424 Intr’l Marketing Research

**Track 2 - SUGGESTED ELECTIVES:**
- IN520 Compliance Management in Intr’l Trade
- IN436 Intr’l Logistics
- IN432 Intr’l Corporate Responsibility
- IN441 Intr’l Business Law
- IN434 Intr’l Management
- IN442 Intr’l Finance

**Track 3 - SUGGESTED ELECTIVES:**
- IN324 Intr’l Marketing Research
- IN442 Intr’l Corporate Responsibility
- IN423 Intr’l Business Strategies & Fashion Law
- IN424 Export Promotion Marketing
- IN442 Intr’l Finance
- IN434 Intr’l Management

**Track 4 - SUGGESTED ELECTIVES:**
- IN441 Intr’l Business Law
- IN434 Intr’l Corporate Responsibility
- IN434 Intr’l Business Strategies & Fashion Law
- IN442 Intr’l Finance

Update: Updated 10-FEBRUARY 2015
Location: Mdrive/Minutes/Advisement Tracks Folder
International Study Options

• ITM Practicum
  – Every year usually on January 2-22.
  – Past Practicum: Portugal, Costa Rica, Brazil, Panama, Argentina, Turkey, China, India, Vietnam, Peru, Australia, Sweden, Denmark, Hong Kong, Taiwan, and Japan
  – Next: The Netherlands

• Semester Abroad
  – Shanghai, Rome, Mexico, Hong Kong, Brazil, Australia
  – Plan a year in advance to take Liberal Arts courses there
  – Take internship orientation and work with counselor semester prior to your trip if you are taking it when you return
International Study Options

• Shanghai Semester Abroad
  – Spring/6th or 7th semester at Donghua University
  – 12 to 15 credits
  – Courses offered:
    • International Product Development (equiv. FM000; fulfills Major Area elective only for this program)
    • Global Merchandising (equiv. FM424; fulfills ITM Major Area elective only for this program)
    • Global Marketing (equiv. IN322)
    • Cross Cultural Studies (equiv. SS374/Other World Civ.)
    • Introduction to Chinese (equiv. CH111/Foreign Language)
Shanghai Semester Abroad

have YOU heard?

SHANGHAI

the CULTURE
Shanghai welcome and maintains a strong international
influence. As China’s largest city, it is home to almost 14
million people. Shanghai is China’s financial center and
a hub for international trade. It is also a major
destination for visitors from around the world.

the CAMPUS
The Donghua University campus is located in Shanghai’s
Pudong district, offering a modern and comfortable
ermaz. Students will have access to a variety of
facilities, including

- State-of-the-art classrooms
- Library
- Computer lab
- Fitness center
- Cafeteria
- Dormitory housing

the COURSES
Donghua University offers a wide range of
academic programs, including

- Business Administration
- Economics
- International Business
- Chinese Language

the APPLICATION
Apply for the Shanghai Semester Program by

1. Complete the online application including background
information and statement of purpose
2. Submit a copy of your transcript
3. Complete an interview with an academic advisor

Dues for the program will be $1,500, excluding travel
and meal costs. The application deadline is February 15,
2023.
Jay and Patty Baker School of Business and Technology (B&T) Accreditation

- B&T exit assessment
  - B&T’s accreditation strengthens the value of the ITM/FIT degree through recognition by a body respected by industry that the FIT B&T graduates and students have achieved the program learning outcomes needed to build the competencies essential in thriving and excelling in business careers.
  - Measures business students’ aptitude in general business competencies, such as marketing, business finance, accounting, management, legal, economics, business ethics, global dimension, information technology, quantitative techniques, and integrative experiences/business policy.
  - Needed to maintain FIT B&T’s accreditation.
  - Required to be taken during IN433 but does not affect GPA.
Jay and Patty Baker School of Business and Technology (B&T) Accreditation

• Measurement of achievement of ITM student learning outcomes through assessment tools in certain ITM required classes
  – Global perspective (IN313)
  – Critical thinking (IN313)
  – Communication (IN322)
  – Team management/interpersonal skills (IN322)
  – Professionalism/Ethics (IN433)
  – Decision making (IN433)
  – Technology (IN433)
Resources

- ITM Chair and your Academic Advisor
- Academic Advisement Center or your minor advisor
- International Trade Students Association (ITSA)
- Registrar
- Career and Internship Center
- Writing and Speaking Studio
- Academic Skills Center (Tutoring)
- ITM’s Mentoring Program
- Counseling Center
- Office of International Programs
- Student Life
- Library
Chair’s Office Hours

Mondays: 5:00 p.m. to 7:00 p.m.
Thursdays: 2:00 p.m. to 4:00 p.m.

B-452 (Within B-436 suite; virtually during the pandemic)

Additional hours by appointment

Check with Dept. & Industry Project Coordinator for any changes during day of the scheduled Office Hours
Official FIT Email Address

Firstname_Lastname@FITnyc.edu

IT Help Desk: C-307A (212) 217-HELP
Our Website and Social Media

https://www.fitnyc.edu/academics/academic-divisions/business-and-technology/itm/

Look for Department of International Trade & Marketing on

facebook
Instagram
LinkedIn

Search for Group: ITM@FIT