

BACHELOR OF SCIENCE IN FASHION MERCHANDISING (PLANNING EMPHASIS WITH MARKETING MINOR)

Total Semester Credit Hours (sch): 120

Major: 45 sch

Required Minor: 27 sch

FASHMERCH.BS

CIP Code: 52.1902.00

Overview

The B.S. in Fashion Merchandising, Planning emphasis, Marketing minor (2018 - 2019) prepares graduates to work in retail buying and merchandise management careers, primarily in corporate environments.

The Degree Requirements and Plan of Study outlined in this catalog for this degree program are specific only to those students that enter the program in Fall 2018, Spring 2019, or Summer 2019.

Degree Requirements

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
GOV 2013	U.S. National Government	3
GOV 2023	Texas Government	3
Social & Behavioral Sciences		3
CAO: Women's Studies		3
CAO: First Year Seminar, Wellness or Mathematics		3
Total SCHs		42

Fashion Courses Required

Within the fashion courses required, 30 of the 45 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1073	Textiles	3
FT 1083	Fashion Aesthetics, Products, and Industries	3
FT 2033	Principles of Fashion Marketing	3
FT 2703	Production Techniques	3
FT 3023	Career Development Strategies	3
FT 3043	Global Production and Trade (GP)	3
FT 3063	Fashion Promotion	3
FT 3103	Merchandise Planning and Control	3
FT 4083	Global Perspectives of Dress and Adornment (GP)	3
FT 4103	Advanced Merchandise Planning and Control	3

FT 4113	Retail Buying	3
FT 4123	Retail Product Management and Information Analysis	3
FT 4603	Fashion Event Planning and Production	3
FT 4976	Internship in Fashion Merchandising	6
Total SCHs		45

Business Courses Required

Within the business courses required, 18 of the 27 required hours must be upper-level semester credit hours.

Code	Title	SCHs
BUS 2043	Fundamentals of Accounting I	3
BUS 2053	Fundamentals of Accounting II	3
BUS 3053	Business Finance	3
BUS 3113	Principles of Marketing	3
BUS 3513	Professional Presentation Strategies	3
BUS 4063	Retailing	3
BUS 4113	Marketing Research	3
BUS 4213	Consumer Behavior	3
BUS 4393	Marketing Analytics	3
Total SCHs		27

Additional Program Requirements

Code	Title	SCHs
CSCI 2433	Microcomputer Applications	3
Elective		3

The Additional Program Requirements listed below apply ONLY if not completed through program-suggested general core requirements

ECO 1013	Principles of Microeconomics (if not completed through general core requirements; the degree requires the completion of 3 hours of Economics from among ECO 1013 and ECO 1023; hours taken substitute for Elective course)	
or ECO 1023	Principles of Macroeconomics	
MATH 1703	Elementary Statistics I (if not completed through core requirements; the degree requires the completion of 6 hours of Math from among MATH 1703 and MATH 2203; hours taken substitute for Elective course)	
	or MATH 2203 Business Analysis I	
Total SCHs		6

(GP) satisfies global perspectives graduation requirement.

Plan of Study

First Year		TCCN	SCHs
Fall			
FT 1083	Fashion Aesthetics, Products, and Industries		3
ENG 1013	Composition I	ENGL 1301	3

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HIST 1013	History of the United States, 1492-1865	HIST 1301	3	Life/Physical Science Core		3
				SCHs		15
UNIV 1231	Learning Frameworks: The First Year Experience	EDUC 1100, EDUC 1200, EDUC 1300	1	Third Year		
				Fall	TCCN	
Creative Arts Core			3	FT 3043 (GP)	Global Production and Trade	3
Wellness/Mathematics CAO Core (Fashion Program-suggested core course of MATH 1703 is strongly advised to fulfill a prerequisite requirement for business courses in the minor.)			2	FT 3103	Merchandise Planning and Control	3
				BUS 3113	Principles of Marketing	3
				BUS 3513	Professional Presentation Strategies	3
			15			
Spring		TCCN				
FT 1073	Textiles		3	Multicultural Women's Studies CAO Core		3
CSCI 2433	Microcomputer Applications	COSC 1301	3			15
				Spring	TCCN	
ENG 1023	Composition II	ENGL 1302	3	FT 3023	Career Development Strategies	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3	FT 3063	Fashion Promotion	3
Mathematics Core (Fashion Program-suggested core course of MATH 2203 is strongly advised to fulfill a prerequisite requirement for business courses in the minor.)			3	FT 4603	Fashion Event Planning and Production	3
				BUS 4393	Marketing Analytics	3
			15	Elective		3
						15
				Summer	TCCN	
FT 2033	Principles of Fashion Marketing		3	FT 4976	Internship in Fashion Merchandising	6
BUS 2043	Fundamentals of Accounting I	ACCT 2301	3			6
GOV 2013	U.S. National Government	GOVT 2305	3	Fourth Year		
				Fall	TCCN	
Life/Physical Science Core			3	FT 4083 (GP)	Global Perspectives of Dress and Adornment	3
Social/Behavioral Science Core (Fashion Program-suggested core course of ECO 1013 or ECO 1023 is strongly advised to fulfill a fashion course prerequisite requirement.)			3	FT 4113	Retail Buying	3
				BUS 3053	Business Finance	3
			15	BUS 4213	Consumer Behavior	3
						12
Spring		TCCN				
FT 2703	Production Techniques		3	Spring	TCCN	
BUS 2053	Fundamentals of Accounting II	ACCT 2302	3	FT 4103	Advanced Merchandise Planning and Control	3
GOV 2023	Texas Government	GOVT 2306	3	FT 4123	Retail Product Management and Information Analysis	3
Language, Philosophy, and Culture Core			3			

BUS 4063	Retailing	3
BUS 4113	Marketing Research	3
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	SCHs	12
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	Total SCHs:	120

(GP) courses satisfy global perspectives graduation requirement.