

# BACHELOR OF ARTS IN FASHION DESIGN AND BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

**Web Site:** <https://twu.edu/fashion/degree-programs/ba-in-fashion-design-and-bba-in-marketing/>

The B.A. in Fashion Design and B.B.A. in Marketing (2020-2021) dual degree program prepares graduates to work in the design and production components of the fashion industry while applying the broad range of consumer and marketing knowledge that is desirable for leadership and management positions within corporate design and production environments. The Degree Requirements and Plan of Study outlined in this catalog for this dual degree program are specific only to those students that enter the program in Fall 2020, Spring 2021, or Summer 2021.

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<http://www.60x30tx.com/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

### B.A. in Fashion Design

1. Recognize key fashion and consumer trends, predict those trends based on historic and contemporary components of the fashion industry, and utilize current trend information to complete a market analysis and make product design decisions.
2. Utilize the knowledge and values necessary to make sound decisions about the sourcing and production of fashion products, both domestically and globally, considering current laws and regulations, cultural ethics, trading barriers, global consumerism, and social responsibility.
3. Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
4. Design and produce aesthetically-pleasing apparel products and integrated fashion apparel collections utilizing basic and complex techniques for construction and fit while demonstrating knowledge of appropriate fabric selection, design principles, the design process, flat pattern making or draping, and line development for specific market segments and target customers.
5. Develop and write product specification sheets that include accurate costing and production details for finished products.
6. Create digital, integrated fashion apparel collections through the use of technical design and line drawings, color stories, line sheets, color and print developments, fashion illustrations and renderings, and computer-based technology.

7. Utilize professional communication and presentation skills to sell designs and products using creative and independent problem solving and conceptual understanding.

### B.B.A. in Marketing

#### Core Skills

1. Analytical Competence: BBA Marketing Specific Application- Think analytically; Use analytical tools to make decisions. General Employment Application- Effectiveness in problem-solving; Efficient use of common analytical tools for marketing analysis.
2. Diversity: BBA Marketing Specific Application- Work well within a diverse organization; Adapt strategies based on individual or group differences. General Employment Application- Working in diverse teams; Learning about diversity and differences and how that affects marketing strategy.
3. Ethical Reasoning: BBA Marketing Specific Application- Apply ethical reasoning; Sustainability impacts on people, planet, and profits. General Employment Application- Being able to make decisions that are ethical and socially responsible.
4. Teamwork: BBA Marketing Specific Application- Ability to be an effective worker in team situations. General Employment Application- Project management teams; Strategy development teams.

#### Discipline Skills

1. Consumer Behavior Analysis: BBAMarketing Specific Application- Consumer buying process, Influences on consumer buying and behaviors. General Employment Application- Understanding how a business's customers make decisions and use the product; Understanding what can appeal to customers and what can influence or motivate them.
2. Product/Branding Strategy: BBAMarketing Specific Application- Understanding product mixes and life cycles; Understanding branding and positioning; Devising branding and positioning strategy. General Employment Application- Effectively managing a company's product mix; Developing effective brands; Identifying and communicating a brand's position (i.e., image)
3. Promotion Skills: BBAMarketing Specific Application-Promotion mix tools; Promotion strategies and appeals. General Employment Application- Devise an optimal mix of promotion tools to accomplish objectives; Design effective messages and appeals for the targeted audience.
4. Distribution/ Retailing Strategy: BBAMarketing Specific Application- Supply and distribution channels; Logistics of moving products; Channel and retail strategies. General Employment Application- Establish effective channels of distribution to meet customer needs; Get products to customers in efficient and effective ways.
5. Pricing Applications: BBAMarketing Specific Application- Pricing strategies; Pricing math. General Employment Application- Setting effective prices and policies; Understanding basic dynamics of costs and profitability in relation to prices.
6. Written Communication: BBAMarketing Specific Application- Writing marketing plans and reports; Writing to report research or analytics; Writing to promote and sell.

## Admissions

All applicants must meet the general undergraduate admission requirements (<http://catalog.twu.edu/archives/2020-2021/undergraduate/admission-information/>).

- Admitted TWU students applying to the Fashion Design program will be admitted provisionally until the completion of FT 1013 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%201013>), FT 2013 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%202013>), and FT 2113 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%202113>) with a grade of "C" or higher *during the first enrollment* at TWU or any other collegiate program. The *only* exception to this requirement is withdrawal from FT 1013 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%201013>), FT 2013 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%202013>), or FT 2113 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%202113>) during the first enrollment for a serious issue that prohibits successful completion of the course. A second enrollment is allowed only if the issue had been documented by the student and submitted to the Program Director of Fashion and Textiles prior to withdrawal from the course during the first enrollment. Possible approval for a second enrollment will be made by the Program Director after a face-to-face consultation with the student.
- Students transferring into TWU who previously completed any introductory sewing/apparel construction FT 1013 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%201013>), fashion sketching FT 2013 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%202013>), and/or flat pattern FT 2113 (<http://catalog.twu.edu/archives/2020-2021/search/?P=FT%202113>) courses at another institution of higher education with grades less than "C" are not eligible for admission to the TWU Fashion Design program unless granted approval by the Program Director after a face-to-face consultation with the student prior to the first semester at TWU.
- Students will be granted full admission to the Fashion Design program once all provisional requirements are met.
- Students not given full admission to the Fashion Design program will be required to complete a change of major.

## Degree Requirements

Total Semester Credit Hours (SCH): 165

Major: 111 SCH

Program Code: FASHDESGN.BA/MARKETING.BBA; CIP Code: 50.0407.00/52.1401.00

### 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
POLS 2013	U.S. National Government	3
POLS 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 Design Courses Required

Within the fashion design courses required, 39 of the 66 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1013	Principles and Techniques of Design Construction	3
FT 1073	Textiles	3
FT 1083	Fashion Aesthetics, Products, and Industries	3
FT 2013	Fundamentals of Fashion Sketching	3
FT 2033	Principles of Fashion Marketing	3
FT 2113	Techniques of Pattern Design	3
FT 2403	Mass Production Techniques	3
FT 3013	History of Costume	3
or FT 3173	Global Fashion Study	
FT 3023	Career Development Strategies	3
FT 3043	Global Production and Trade	3
FT 3063	Fashion Promotion	3
FT 3103	Merchandise Planning and Control	3
FT 3113	Advanced Techniques of Pattern Design	3
FT 3303	Menswear Design and Production	3
FT 3403	Draping and Couture Techniques	3
FT 4033	Fashion Portfolio Development	3
FT 4213	Collection Design and Development	3
FT 4303	Computers in Fashion Design	3
FT 4403	Contemporary Tailored Design	3
FT 4603	Fashion Event Planning and Production	3
FT 4966	Internship in Fashion Design	6
Total SCHs		66

### Business Courses Required

Within the business courses required, 39 of the 45 required hours must be upper-level semester credit hours.

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy	3
MKT 3113	Principles of Marketing	3
MKT 4063	Retailing	3
MKT 4093	Principles of Selling	3
MKT 4113	Marketing Research	3
MKT 4213	Consumer Behavior	3
MKT 4393	Marketing Analytics	3

MKT 4553	Advanced Marketing	3
Total SCHs		45

### Departmental Requirements

Code	Title	SCHs
ART 1303	Drawing Foundations	3
ART 2223	Digital Art Foundations	3
ART 2303	Figure Drawing	3
CSCI 2433	Microcomputer Applications	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 BUS 4093 in major requirements)	
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 BUS 4093 in major requirements)	
	or MATH 2203 Business Analysis I	
Total SCHs		12

### Recommended Plan of Study

#### First Year

Fall	TCCN	SCHs
FT 1013 Principles and Techniques of Design Construction (This course MUST be taken in the first fall semester of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3
FT 1083 Fashion Aesthetics, Products, and Industries		3
ART 1303 Drawing Foundations (This course MUST be taken in the first fall semester of enrollment.)	ARTS 1316	3
ENG 1013 Composition I	ENGL 1301	3

HIST 1013	History of the United States, 1492-1865	HIST 1301	3
UNIV 1231	Learning Frameworks: The First Year Experience	EDUC 1100, EDUC 1200, EDUC 1300	1
Wellness/Mathematics CAO Core (Fashion Program-suggested course of MATH 1703 is strongly advised to fulfill a prerequisite requirement for business courses.)			2

SCHs 18

#### Spring

Spring	TCCN	SCHs
FT 1073 Textiles		3
FT 2013 Fundamentals of Fashion Sketching (This course MUST be taken in the first academic year of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3
FT 2113 Techniques of Pattern Design (This course MUST be taken in the first spring semester of enrollment, and completed with a grade of "C" or higher during the first enrollment.)		3
ENG 1023 Composition II	ENGL 1302	3
HIST 1023 History of the United States, 1865 to the Present	HIST 1302	3
Mathematics Core (Fashion Program-suggested course of MATH 2203 is strongly advised to fulfill a prerequisite requirement for business courses.)		3

SCHs 18

#### Summer

Summer	TCCN	SCHs
POLS 2013 U.S. National Government	GOVT 2305	3
POLS 2023 Texas Government	GOVT 2306	3
Total SCHs		6

#### Second Year

Fall	TCCN	SCHs
FT 2033 Principles of Fashion Marketing		3
FT 2403 Mass Production Techniques		3
ACCT 2043 Fundamentals of Accounting I	ACCT 2301	3
ART 2303 Figure Drawing	ARTS 2323	3

CSCI 2433	Microcomputer Applications		3	MKT 4063	Retailing		3
Life/Physical Science Core			3	MKT 4093	Principles of Selling		3
SCHs			18	MGT 4333	Business Policy		3
<b>Spring</b>		<b>TCCN</b>		(taken in final semester ONLY)			
FT 3403	Draping and Couture Techniques		3	MKT 4553	Advanced Marketing		3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3	SCHs			15
MGT 3003	Principles of Management		3	<b>Summer</b>		<b>TCCN</b>	
BUS 3013	Business Law and Ethics		3	FT 4966	Internship in Fashion Design		6
MKT 3113	Principles of Marketing		3	SCHs			6
ART 2223	Digital Art Foundations	ARTS 2348	3	Total SCHs:			165
SCHs			18				
<b>Summer</b>		<b>TCCN</b>					
Language, Philosophy, and Cuture Core			3				
Social/Behavioral Science Core (Fashion Program- suggested core course of ECO 1013 or ECO 1023 is strongly advised to fulfill a prerequisite requirement for a fashion course.)			3				
SCHs			6				
<b>Third Year</b>							
<b>Fall</b>		<b>TCCN</b>					
FT 3043 (GP)	Global Production and Trade		3				
FT 3103	Merchandise Planning and Control		3				
FT 3303	Menswear Design and Production		3				
FT 4303	Computers in Fashion Design		3				
MGT 3533	Management Information Systems		3				
Life/Physical Science Core			3				
SCHs			18				
<b>Spring</b>		<b>TCCN</b>					
FT 3023	Career Development Strategies		3				
FT 3063	Fashion Promotion		3				
FT 3113	Advanced Techniques of Pattern Design		3				
FT 4603	Fashion Event Planning and Production		3				
MKT 4213	Consumer Behavior		3				
MKT 4393	Marketing Analytics		3				
SCHs			18				
<b>Summer</b>		<b>TCCN</b>					
Creative Arts Core			3				
Multicultural Women's Studies CAO Core			3				
SCHs			6				
<b>Fourth Year</b>							
<b>Fall</b>		<b>TCCN</b>					
FT 3013	History of Costume		3				
	or FT 3173 Global Study Tour						
FT 4033	Fashion Portfolio Development		3				
FT 4403	Contemporary Tailored Design		3				
FIN 3053	Business Finance		3				
MGT 3313	Business Analytics		3				
MKT 4113	Marketing Research		3				
SCHs			18				
<b>Spring</b>		<b>TCCN</b>					
FT 4213	Collection Design and Development		3				