

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/>

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: BBA Marketing 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: BBA Marketing 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: BBA Marketing 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: BBA Marketing 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: BBA Marketing 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: BBA Marketing Specific Application- Writing marketing plans and reports; Writing to report research or analytics; Writing to promote and sell.