

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/>

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	3
FT 1083 Fashion Aesthetics, Products, and Industries	3	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	TCCN	
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	TCCN	
POLS 2013 U.S. National Government	GOVT 2305	3
POLS 2023 Texas Government	GOVT 2306	3
SCHs		6
Second Year		
Fall	TCCN	
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
Life/Physical Science Core		3
SCHs		18
Spring	TCCN	
FT 3403 Draping and Couture Techniques		3
ACCT 2053 Fundamentals of Accounting II	ACCT 2302	3
MGT 3003 Principles of Management		3
BUS 3013 Business Law and Ethics		3
MKT 3113 Principles of Marketing		3
ART 2223 Digital Art Foundations	ARTS 2348	3
SCHs		18

Summer	TCCN		Summer	TCCN	
Language, Philosophy, and Culture Core		3	FT 4966	Internship in Fashion Design	6
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
				Total SCHs:	165
SCHs		6			
Third Year					
Fall	TCCN				
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			
Spring	TCCN				
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			
Summer	TCCN				
Creative Arts Core		3			
Multicultural Women's Studies CAO Core		3			
SCHs		6			
Fourth Year					
Fall	TCCN				
FT 3013 History of Costume or FT 3173 Global Study Tour		3			
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			
Spring	TCCN				
FT 4213 Collection Design and Development		3			
MKT 4063 Retailing		3			
MKT 4093 Principles of Selling		3			
MGT 4333 Business Policy (taken in final semester ONLY)		3			
MKT 4553 Advanced Marketing		3			
SCHs		15			