

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.