

BACHELOR OF SCIENCE IN FASHION MERCHANDISING AND B.B.A. IN MARKETING

Web Site: <https://twu.edu/fashion/degree-programs/bs-in-fashion-merchandising-and-bba-in-marketing/>

The B.S. in Fashion Merchandising and B.B.A. in Marketing (2019 - 2021) dual degree program prepares graduates to work in corporate retail and design environments in careers that require exceptional merchandising and business marketing foundations. 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. S. in Fashion Merchandising

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 make purchasing and promotional decisions.
2. Utilize the knowledge and values necessary to make sound decisions about sourcing and purchasing fashion products from both domestic and offshore sources 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. Analyze costing, inventory, and sales data needed for the effective planning, pricing, allocation, and markdown of products at the retail level.
5. Develop and execute fashion promotion activities including press releases, advertising campaigns, special events, store displays, social media communications, and branding.
6. Articulate the knowledge and use of conceptual and critical thinking, quantitative and qualitative, and profit-based research processes and practices utilized in the fashion industry.
7. Evaluate the quality, serviceability, regulatory compliance standards, salability, trend-centered, and profitability characteristics of products considered for wholesale purchase and resale at the retail level.

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/>).

All admitted students are eligible for admission to the Fashion Merchandising program.

Degree Requirements

Total Semester Credit Hours (SCH): 150

Major: 102 SCH

Program Code: FASHMERCH.BS/MARKETING.BBA; **CIP Code:** 52.1902.00/52.1401.00

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 Merchandising Courses Required

Within the fashion merchandising 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	3
FT 3063	Fashion Promotion	3
FT 3103	Merchandise Planning and Control	3
FT 4083	Global Perspectives of Dress and Adornment	3
or FT 3173	Global Fashion Study	
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, 51 of the 57 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
BUS 3513	Professional Presentation Strategies	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
MGT 4563	Operations Management	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 4353	International Marketing	3
MKT 4393	Marketing Analytics	3
MKT 4503	Internet Marketing	3
MKT 4553	Advanced Marketing	3
Total SCHs		57

Departmental Requirements

Code	Title	SCHs
CSCI 2433	Microcomputer Applications	3
ECO 1013	Principles of Microeconomics	3
or ECO 1023	Principles of Macroeconomics	

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

ECO 1023	Principles of Macroeconomics (if not completed through general core requirements; the degree requires the completion of 6 hours of Economics from among ECO 1013 and ECO 1023; hours taken substitute for BUS 3513 in major requirements)	
or ECO 1013	Principles of Microeconomics	
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 3513 in major requirements)	
or MATH 2203	Business Analysis I	
Total SCHs		6

Recommended Plan of Study

First Year	Fall	TCCN	SCHs
FT 1083	Fashion Aesthetics, Products, and Industries		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
Creative Arts 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

Wellness/Mathematics Core (Fashion Program-suggested core course of MATH 1703 is strongly advised to fulfill a prerequisite requirement for business courses)

SCHs 18

Spring TCCN

FT 1073	Textiles		3
CSCI 2433	Microcomputer Applications		3
ECO 1013	Principles of Microeconomics	ECON 2302	3
(or)			
ECO 1023	Principles of Macroeconomics	ECON 2301	
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 core course of MATH 2203 is strongly advised to fulfill a prerequisite requirement for fashion courses.)

SCHs 18

Second Year

Fall TCCN

FT 2033	Principles of Fashion Marketing		3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
POLS 2013	U.S. National Government	GOVT 2305	3
Language, Philosophy, and Culture Core			
Life/Physical Science Core			
Multicultural Women's Studies CAO Core			

SCHs 18

Spring TCCN

FT 2703	Production Techniques		3
FT 3103	Merchandise Planning and Control		3
MGT 3003	Principles of Management		3
MKT 3113	Principles of Marketing		3
POLS 2023	Texas Government	GOVT 2306	3
Life/Physical Science Core			

SCHs 18

Third Year

Fall TCCN

FT 3043	Global Production and Trade		3
FT 4113	Retail Buying		3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3
BUS 3013	Business Law and Ethics		3
MGT 3533	Management Information Systems		3
MKT 4503	Internet Marketing		3

SCHs 18

Spring TCCN

FT 3023	Career Development Strategies		3
FT 3063	Fashion Promotion		3
FT 4603	Fashion Event Planning and Production		3
MKT 4213	Consumer Behavior		3
MKT 4353	International Marketing		3

MKT 4393 Marketing Analytics 3

SCHs 18

Summer TCCN

FT 4976 Internship in Fashion Merchandising 6

SCHs 6

Fourth Year

Fall TCCN

FT 4083 Global Perspectives of Dress and Adornment 3

or FT 3173 Global Study Tour

FIN 3053 Business Finance 3

MGT 3313 Business Analytics 3

BUS 3513 Professional Presentation Strategies 3

MKT 4093 Principles of Selling 3

MKT 4113 Marketing Research 3

SCHs 18

Spring TCCN

FT 4103 Advanced Merchandise Planning and Control 3

FT 4123 Retail Product Management and Information Analysis 3

MKT 4063 Retailing 3

MGT 4333 Business Policy 3

(enroll in final semester ONLY)

MKT 4553 Advanced Marketing 3

MGT 4563 Operations Management 3

SCHs 18

Total SCHs: 150