

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/>

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 or FT 3173	Global Perspectives of Dress and Adornment Global Fashion Study	3
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 or ECO 1023	Principles of Microeconomics Principles of Macroeconomics	3

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