

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/>

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) | | | 2 |
| | | | 18 |

| Spring | | TCCN | SCHs |
|--|---|-----------|------|
| FT 1073 | Textiles | | 3 |
| CSCI 2433 | Microcomputer Applications | | 3 |
| ECO 1013 | Principles of Microeconomics (or) | ECON 2302 | 3 |
| 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.) | | | 3 |
| | | | 18 |

Second Year

| Fall | | TCCN | SCHs |
|--|---------------------------------|-----------|------|
| 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 | | | 3 |
| Life/Physical Science Core | | | 3 |
| Multicultural Women's Studies CAO Core | | | 3 |
| | | | 18 |

| Spring | | TCCN | SCHs |
|----------------------------|----------------------------------|-----------|------|
| 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 | | | 3 |
| | | | 18 |

| Third Year | | TCCN | SCHs |
|------------|--------------------------------|-----------|------|
| Fall | | TCCN | SCHs |
| 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 |
| | | | 18 |

| Spring | | TCCN | SCHs |
|----------|---------------------------------------|------|------|
| 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 |
| | | | 18 |

| Summer | | TCCN | SCHs |
|---------|-------------------------------------|------|------|
| FT 4976 | Internship in Fashion Merchandising | | 6 |
| | | | 6 |

| Fourth Year | | TCCN | SCHs |
|------------------------------|--|------|------|
| Fall | | TCCN | SCHs |
| 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 |
| | | | 18 |

| Spring | | TCCN | SCHs |
|----------|--|------|------|
| 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 (enroll in final semester ONLY) | | 3 |
| MKT 4553 | Advanced Marketing | | 3 |

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|----------|-----------------------|-----|
| MGT 4563 | Operations Management | 3 |
| | SCHs | 18 |
| | Total SCHs: | 150 |