

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.