

B.A. IN FASHION DESIGN AND B.S. IN FASHION MERCHANDISING (MARKETING MINOR)

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

Degree Requirements

Total Semester Credit Hours (SCH): 156

Major: 81 SCH; Required Minor: 21 SCH

Program Code: FASHDESIGN.BA/FASHMERCH.BS; CIP Code: 50.0407.00/52.1902.00

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 Design Courses Required

Within the fashion design courses required, 27 of the 45 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1013	Principles and Techniques of Design Construction	3
FT 2013	Fundamentals of Fashion Sketching	3
FT 2113	Techniques of Pattern Design	3
FT 2403	Mass Production Techniques	3
FT 3013	History of Costume	3
FT 3113	Advanced Techniques of Pattern Design	3
FT 3303	Menswear Design and Production	3
FT 3403	Draping and Couture Techniques	3
FT 4033	Fashion Portfolio Development	3
FT 4213	Collection Design and Development	3
FT 4303	Computers in Fashion Design	3
FT 4403	Contemporary Tailored Design	3

FT 4603	Fashion Event Planning and Production	3
FT 4966	Internship in Fashion Design	6
Total SCHs		45

Fashion Merchandising Courses Required

Within the fashion merchandising courses required, 27 of the 39 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 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 4976	Internship in Fashion Merchandising	6
Total SCHs		39

Marketing Minor Courses Required

Within the business courses required, 15 of the 18 required hours must be upper-level semester credit hours.

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
BUS 3513	Professional Presentation Strategies	3
MGT 3003	Principles of Management	3
MKT 3113	Principles of Marketing	3
MKT 4063	Retailing	3
MKT 4213	Consumer Behavior	3
Total SCHs		18

Departmental Requirements

Code	Title	SCHs
ART 1303	Drawing Foundations	3
ART 2223	Digital Art Foundations	3
ART 2303	Figure Drawing	3
CSCI 1203	Computing Skills for a Digital World	3

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

ECO 1013	Principles of Microeconomics (if not completed through general core requirements; the degree requires the completion of 3 hours of Economics from among ECO 1013 and ECO 1023; hours taken substitute for BUS 3513 in minor requirements)	
or ECO 1023	Principles of Macroeconomics	

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MATH 1703 Elementary Statistics I (if not completed through core requirements; the degree requires the completion of 6 hours of Math from among MATH 1013, MATH 1303, and MATH 1703; hours taken substitute for BUS 3513 in minor requirements)

or MATH 1303 College Algebra

Total SCHs

12