

BACHELOR OF SCIENCE IN FASHION MERCHANDISING (MANAGEMENT EMPHASIS WITH MARKETING MINOR)

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

The B.S. in Fashion Merchandising, Management emphasis, Marketing minor (2022 - 2023) prepares graduates to work in retail management, selling, or promotion careers, primarily in-store environments. The Degree Requirements and Plan of Study outlined in this catalog for this degree program are specific to those students that enter the program in Fall 2022, Spring 2023, or Summer 2023.

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the60x30-strategic-plan/>) 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."

- 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.
- 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.
- Develop and produce visual presentation boards to effectively communicate mood and/or product and marketplace trend information.
- Analyze costing, inventory, and sales data needed for the effective planning, pricing, allocation, and markdown of products at the retail level.
- Develop and execute fashion promotion activities including press releases, advertising campaigns, special events, store displays, social media communications, and branding.
- Articulate the knowledge and use of conceptual and critical thinking, quantitative and qualitative, profit-based research processes, and practices utilized in the fashion industry.
- 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.

Admissions

All applicants must meet the general undergraduate admission requirements (<https://catalog.twu.edu/undergraduate/admission-information/>).

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

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 45 SCH; **Required Minor:** 27 SCH

Program Code: FASHMERCH.BS **CIP Code:** 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 Courses Required

Within the fashion 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
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, 24 of the 27 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
MGT 3273	Human Resource Management	3
MGT 4103	Training and Development	3
or MGT 4303	Employment Staffing	3
MKT 3113	Principles of Marketing	3
MKT 4063	Retailing	3
MKT 4093	Principles of Selling	3
MKT 4213	Consumer Behavior	3
Total SCHs		27

Departmental Requirements

Code	Title	SCHs
CSCI 1203	Computing Skills for a Digital World	3
FT 3173	Global Fashion Study	3
	or Elective course	

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 SCH of Economics from among ECO 1013 and ECO 1023; hours taken substitute for the Elective course)	
or ECO 1023	Principles of Macroeconomics	
MATH 1703	Elementary Statistics I (if not completed through core requirements; the degree requires the completion of 6 SCH of Math from among MATH 1013, MATH 1303, and MATH 1703; hours taken substitute for the Elective course)	
or MATH 1303	College Algebra	
Total SCHs		6

Recommended Plan of Study for the B.S. in Fashion Merchandising (Management Emphasis with Marketing Minor)

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
Creative Arts Core		3	
UNIV 1231	Learning Frameworks: First-Year Seminar	EDUC 1100, EDUC 1200, EDUC 1300	1

Wellness / Mathematics CAO Core (Fashion Program-suggested core course of MATH 1013, MATH 1303, or MATH 1703 are strongly advised)

Spring		TCCN	SCHs
FT 1073	Textiles		3
CSCI 1203	Computing Skills for a Digital World	COSC 1301	3
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 1013, MATH 1303, or MATH 1703 are strongly advised)			3
			15

SCHs 15

Second Year

Fall	TCCN		
FT 2033	Principles of Fashion Marketing	3	
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
Life/Physical Science Core		3	
POLS 2013	U.S. National Government	GOVT 2305	3
Social/Behavioral Science Core (Fashion Program-suggested core course of ECO 1013 or ECO 1023 is strongly advised to fulfill fashion course prerequisite requirements.)		3	

SCHs 15

Spring	TCCN		
FT 2703	Production Techniques	3	
MGT 3003	Principles of Management	3	
Language, Philosophy, and Culture Core		3	
Life/Physical Science Core		3	
POLS 2023	Texas Government	GOVT 2306	3

SCHs 15

Third Year

Fall	TCCN	
FT 3043	Global Production and Trade (GP)	3
FT 3103	Merchandise Planning and Control	3
FT 3173	Global Fashion Study	3
or Elective course		
MKT 3113	Principles of Marketing	3
MGT 3273	Human Resource Management	3

SCHs 15

Spring	TCCN	
FT 3023	Career Development Strategies	3
FT 3063	Fashion Promotion	3
FT 4603	Fashion Event Planning and Production	3
BUS 3513	Professional Presentation Strategies	3
Multicultural Women's Studies CAO Core		3

SCHs 15

Summer	TCCN	
FT 4976	Internship in Fashion Merchandising	6

SCHs 6

Fourth Year

Fall		TCCN	
FT 4083	Global Perspectives of Dress and Adornment		3
FT 4113	Retail Buying		3
MKT 4213	Consumer Behavior		3
MGT 4103	Training and Development		3
	or MGT 4303 Employment Staffing		
		SCHs	12
Spring		TCCN	
FT 4103	Advanced Merchandise Planning and Control		3
FT 4123	Retail Product Management and Information Analysis		3
MKT 4063	Retailing		3
MKT 4093	Principles of Selling		3
		SCHs	12
Total SCHs:			120