

Undergraduate Program Requirements

Fashion Studies Program Requirements

Currently displaying program requirements for academic year: UNDG 2014-2015 ▼

Fashion Business Minor¹⁴

18 credits required. Grade of "C" or better required in all major/minor courses. Upon successful completion of this program, students will be able to:

- Demonstrate an understanding of the professional vocabulary used in the fashion industry.
- Analyze product quality, pricing, promotion, target markets, trends, opportunities, and challenges, and evaluate their impact in the field.
- Recognize the steps needed to develop fashion ideas into artistic and entrepreneurial endeavors.

Students in Marketing, Arts Management, and Fashion Design may share 3 credits between the major and the minor.

Fashion Business Minor¹⁴

1st Semester-Sophomore

Courses: 1/1

Course	Title	Credits	Grade
27-2910	Applied Concepts in Fashion Business	3	C

2nd Semester-Sophomore

Courses: 1/1

Course	Title	Credits	Grade
27-2915	Fashion Product Evaluation	3	C

1st Semester-Junior

Courses: 1/1

Course	Title	Credits	Grade
<i>Choose 28-1115 or 29-1500 or 54-1500</i>			
28-1115	Entertainment Marketing	3	C
OR 1 of the following:			
	29-1500 Introduction to Marketing	3	C
	54-1500 Introduction to Marketing	3	C

2nd Semester-Junior

Courses: 1/1

Course	Title	Credits	Grade
<i>Level I courses: Choose one - 3 credits required</i>			
27-1900	Fashion Design Principles	3	C
27-1920	Visual Merchandising	3	C
27-1925	Fashion Show Production	3	C
27-1930	Clothing and Society	3	C
28-1113	Information Management	3	C

54-1700	Intro to Public Relations	3	C
54-1601	Consumer Behavior	3	C
54-1701	Public Relations Writing I	3	C
29-1501	Promotional Marketing	3	C

OR 1 of the following:

54-1501 Promotional Marketing	3	C
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1st Semester-Senior Courses: 1/1

Course	Title	Credits	Grade
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Level II courses: Choose one - 3 credits required.

27-2160	Fashion Styling Principles	3	C
27-2175	Fashion History Survey	3	C
27-2176	Contemporary Fashion	3	C
27-2940	Retail Management	3	C
28-2111	Entertainment Law	3	C
28-2210	Exhibition Management	3	C
28-2610	Internet and Mobile Business	3	C
46-2150	Methods of Inquiry in Cultural Studies	3	C
46-2100	Cultural Theories	3	C
29-2500	Intro to Marketing Research	3	C

OR 1 of the following:

54-2500 Intro to Marketing Research	3	C
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2nd Semester-Senior Courses: 1/1

Course	Title	Credits	Grade
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Level III courses: Choose one - 3 credits required. Note: Students may double count toward their LAS core and their minor

27-3910	Merchandising: Concept to Consumer	3	C
27-3920	Visual Merchandising Practicum	3	C
27-3960	Fashion Styling: Business	3	C
28-3130	Entrepreneurship	3	C
46-3415	Globalization and Culture	3	C
54-3701	Presentation Skills	3	C
54-4090	Events Management: Practicum	3	C
29-3505	Marketing Yourself/Job-Seeking Strategies	3	C

OR 1 of the following:

54-3505 Marketing Yourself/Job-Seeking Strategies	3	C
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