

## Undergraduate Program Requirements

### Fashion Studies Program Requirements

Currently displaying program requirements for academic year: UNDG 2013-2014 ▼

#### Fashion Business Minor13

**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 Minor13

##### 1st Semester-Sophomore

Courses: 1/1

Course	Title	Credits	Grade
<b>27-1910</b>	<b>Intro to Fashion Business</b>	<b>3</b>	<b>C</b>

##### 2nd Semester-Sophomore

Courses: 1/1

Course	Title	Credits	Grade
<b>27-2915</b>	<b>Fashion Product Evaluation</b>	<b>3</b>	<b>C</b>

##### 1st Semester-Junior

Courses: 1/1

Course	Title	Credits	Grade
<i>Choose either 28-1115 or 54-1500</i>			
<b>28-1115</b>	<b>Entertainment Marketing</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

<b>54-1500 Introduction to Marketing</b>	<b>3</b>	<b>C</b>
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##### 2nd Semester-Junior

Courses: 1/1

Course	Title	Credits	Grade
<i>Level I courses: Choose one - 3 credits required</i>			

<b>27-1900</b>	<b>Fashion Design Principles</b>	<b>3</b>	<b>C</b>
<b>27-1920</b>	<b>Visual Merchandising</b>	<b>3</b>	<b>C</b>
<b>27-1925</b>	<b>Fashion Show Production</b>	<b>3</b>	<b>C</b>
<b>27-1930</b>	<b>Clothing and Society</b>	<b>3</b>	<b>C</b>
<b>28-1113</b>	<b>Information Management</b>	<b>3</b>	<b>C</b>
<b>54-1700</b>	<b>Intro to Public Relations</b>	<b>3</b>	<b>C</b>

<b>54-1501</b>	<b>Promotional Marketing</b>	<b>3</b>	<b>C</b>
<b>54-1601</b>	<b>Consumer Behavior</b>	<b>3</b>	<b>C</b>
<b>54-1702</b>	<b>Special Events and Promotions</b>	<b>3</b>	<b>C</b>

**1st Semester-Senior** Courses: 1/1

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

<b>27-2160</b>	<b>Fashion Styling Principles</b>	<b>3</b>	<b>C</b>
<b>27-2175</b>	<b>Fashion History Survey</b>	<b>3</b>	<b>C</b>
<b>27-2176</b>	<b>Contemporary Fashion</b>	<b>3</b>	<b>C</b>
<b>27-2940</b>	<b>Retail Management</b>	<b>3</b>	<b>C</b>
<b>28-2111</b>	<b>Entertainment Law</b>	<b>3</b>	<b>C</b>
<b>28-2210</b>	<b>Exhibition Management</b>	<b>3</b>	<b>C</b>
<b>28-2610</b>	<b>Internet Business</b>	<b>3</b>	<b>C</b>
<b>54-2500</b>	<b>Intro to Marketing Research</b>	<b>3</b>	<b>C</b>
<b>46-2150</b>	<b>Methods of Inquiry in Cultural Studies</b>	<b>3</b>	<b>C</b>
<b>46-2100</b>	<b>Cultural Theories</b>	<b>3</b>	<b>C</b>

**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*

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

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