Program: Fashion Marketing
Major: Fashion Marketing
Degree: Bachelor of Science (B.S.)

Department: Human Environmental Sciences
College: Education and Professional Studies
Major Code: 3060

University Core (Total Listed 42-44)
Specific courses within the University Core are listed on pages 96-97.
- Courses from the major may apply to the areas marked in the University Core.
- Written and Oral Communication .............................................. 9
- Quantitative Reasoning/Scientific Method ........................................ 10-11
  - Math .................................................................................. 3
  - Life Science .......................................................................... 4
  - Physical Science ..................................................................... 3-4
- Critical Inquiry and Aesthetic Analysis ........................................ 6
  - Aesthetic Analysis ......................................................... 3
  - Critical Inquiry ............................................................. 3

Major Requirements
Fashion Marketing .................................................. 66
Human Environmental Sciences ......................................... 45

Required courses:
* FMKT 1203 Basic Clothing Construction
* FMKT 1303 Introduction to Textiles
* FMKT 2113 Fashion Marketing
  FMKT 2233 Creative Problem Solving
  FMKT 2323 Global Protocol and Diversity
* FMKT 3223 Hard Goods Merchandising
  FMKT 3233 Decorative Textiles
* FMKT 3243 Fashion Advertising and Promotion
* FMKT 3323 Fashion Accessories
* FMKT 3453 Clothing Selection
  FMKT 4043 Apparel Entrepreneurship
  FMKT 4343 Image Building for Job Success
  FMKT 4423 Heritage of Dress
  FMKT 4583 Fashion Buying and Analysis
  FMKT 4900 Practicum: In Fashion Marketing (3 hours)

* Courses to be completed before enrolling in FMKT 4900 Practicum.

Other Required Courses .................................................. 15
ACCT 2113 Accounting I
MCOM 1113 Fundamentals of Speech
MGMT 3103 Principles of Management
MRKT 3013 Principles of Marketing
MRKT 3123 Professional Selling

Guided Electives selected from the following ......................... 6
ART 1013 Introduction to Drawing
FIN 4263 Small Business Finance
MRKT 4453 Retail Management
FMKT 4970 Study Tour (3 hours) - may be taken two times

Electives to bring total to ............................................... 124

Minimum Grade Requirements
Average in (a) all college course work, (b) course work at UCO, and (c) major courses ......................... 2.00

For other regulations pertaining to graduation, see pages 68-69 of the 2018-2019 catalog.