Program: Fashion Marketing
Major: Fashion Marketing
Degree: Bachelor of Science (B.S.)
Dept: 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 95-96.
• 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

Required Health Course ................................................................ 2

• Elective Life Skills ......................................................................... 3

Major Requirements

Fashion Marketing ................................................................. 66

Human Environmental Sciences ................................................... 45

Required courses:
* FMKT 2113 Fashion Marketing
* FMKT 2203 Basic Clothing Construction
  FMKT 2233 Creative Problem Solving
* FMKT 2303 Introduction to Textiles
  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