

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

American Historical and Political Analysis 6

- American National Government 3
- American History 3

Cultural and Language Analysis 3-4

- Second Language 4
- OR
- Cultural Analysis 3

Social and Behavioral Analysis..... 3

Life Skills 5

- Required Health Course..... 2
- Elective Life Skills 3

**Minimum
Required Hours**

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 pages 66-67 of the 2019-2020 catalog.