

BACHELOR OF ARTS IN FASHION DESIGN AND BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Web Site: <https://twu.edu/fashion/degree-programs/ba-in-fashion-design-and-bba-in-marketing/>

Degree Requirements

Total Semester Credit Hours (SCH): 165

Major: 111 SCH

Program Code: FASHDESGN.BA/MARKETING.BBA; **CIP Code:** 50.0407.00/52.1401.00

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I (10)	3
ENG 1023	Composition II (10)	3
Mathematics (20)		3
Life & Physical Sciences (30)		6
Language, Philosophy, & Culture (40)		3
Creative Arts (50)		3
HIST 1013	History of the United States, 1492-1865 (60)	3
HIST 1023	History of the United States, 1865 to the Present (60)	3
POLS 2013	U.S. National Government (70)	3
POLS 2023	Texas Government (70)	3
Social & Behavioral Sciences (80)		3
CAO: Multicultural-Women's Studies (90)		3
CAO: First Year Seminar, Wellness or Mathematics (91)		3
Total SCHs		42

Fashion Design Courses Required

Within the fashion design courses required, 39 of the 66 required hours must be upper-level semester credit hours.

Code	Title	SCHs
FT 1013	Principles and Techniques of Design Construction	3
FT 1073	Textiles	3
FT 1083	Fashion Aesthetics, Products, and Industries	3
FT 2013	Fundamentals of Fashion Sketching	3
FT 2033	Principles of Fashion Marketing	3
FT 2113	Techniques of Pattern Design	3
FT 2403	Mass Production Techniques	3
FT 3013	History of Costume	3
or FT 3173	Global Fashion Study	
FT 3023	Career Development Strategies	3
FT 3043	Global Production and Trade	3

FT 3063	Fashion Promotion	3
FT 3103	Merchandise Planning and Control	3
FT 3113	Advanced Techniques of Pattern Design	3
FT 3303	Menswear Design and Production	3
FT 3403	Draping and Couture Techniques	3
FT 4033	Fashion Portfolio Development	3
FT 4213	Collection Design and Development	3
FT 4303	Computers in Fashion Design	3
FT 4403	Contemporary Tailored Design	3
FT 4603	Fashion Event Planning and Production	3
FT 4966	Internship in Fashion Design	6
Total SCHs		66

Business Courses Required

Within the business courses required, 39 of the 45 required hours must be upper-level semester credit hours.

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy	3
MKT 3113	Principles of Marketing	3
MKT 4063	Retailing	3
MKT 4093	Principles of Selling	3
MKT 4113	Marketing Research	3
MKT 4213	Consumer Behavior	3
MKT 4393	Marketing Analytics	3
MKT 4553	Advanced Marketing	3
Total SCHs		45

Departmental Requirements

Code	Title	SCHs
ART 1303	Drawing Foundations	3
ART 2223	Digital Art Foundations	3
ART 2303	Figure Drawing	3
CSCI 1203	Computing Skills for a Digital World	3

The Additional Program Requirements listed below apply ONLY if not completed through program-suggested general core requirements.

ECO 1013	Principles of Microeconomics (if not completed through general core requirements; the degree requires the completion of 3 hours of Economics from among ECO 1013 and ECO 1023; hours taken substitute for BUS 4093 in major requirements)
or ECO 1023	Principles of Macroeconomics

MATH 1703 Elementary Statistics I (if not completed through core requirements; the degree requires the completion of 6 hours of Math from among MATH 1703 and MATH 2203; hours taken substitute for BUS 4093 in major requirements)

or MATH 2203 Business Analysis I

Total SCHs

12