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

**University Core (Total Listed 42-44)**

<table>
<thead>
<tr>
<th>Course Area</th>
<th>Minimum Required Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>American Historical and Political Analysis</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>American National Government</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>American History</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Cultural and Language Analysis</strong></td>
<td>3-4</td>
</tr>
<tr>
<td><strong>Second Language</strong></td>
<td>4</td>
</tr>
<tr>
<td>OR</td>
<td></td>
</tr>
<tr>
<td><strong>Critical Analysis</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Social and Behavioral Analysis</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Life Skills</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Required Health Course</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Elective Life Skills</strong></td>
<td>3</td>
</tr>
</tbody>
</table>

**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 **Academic Degree Requirements**.