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

University Core (Total Listed 42-44)

For a full list of courses see University Core.
* 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

Minimum Required Hours

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 Grade Requirements

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

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 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 4443 Tech/Visual Communication: Fashion
* 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