

BACHELOR OF ARTS, MAJOR IN FASHION MERCHANDISING

The Bachelor of Arts degree in Fashion Merchandising is an online degree program beginning in the fall 2021 academic semester and courses will be offered in the 7 ½ week schedule (7A/7B) in the fall and spring semesters. Courses will also be offered in the summer.

Code	Title	Hours
Bachelor of Arts, Major in Fashion Merchandising		
Core Curriculum (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
Component Area I (Communication)		6
Component Area II (Mathematics) ¹		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture) ²		3
Component Area V (Creative Arts) ³		3
Component Area VI (U.S. History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences) ⁴		3
Component Area IX (Component Area Option)		4
Degree Specific Requirements		
Foreign Language first two courses: WOLC 1411 and WOLC 1412		8
ARTS 1301	Intro To The Visual Arts ³	3
or ARTS 1302	Exploring Contemporary Art	
or ARTS 1303	Art History Survey I	
MATH 1342	Elementary Statistics ¹	3
or MATH 1324	Mth for Mngr Decision Making	
MCOM 1330	Media, Culture and Society ²	3
or PHIL 1301	Introduction to Philosophy	
or SOCI 2319	Introduction To Ethnic Studies	
PHIL 2303	Critical Thinking ⁴	3
Major Core		
BUAD 3345	Entrepreneurship I - Startup	3
Select two of the following:		6
BUAD 3335	Business Communication	
FINC 3310	Financial Inst & Mkts	
MKTG 3320	Consumer Behavior	
MKTG 3335	Retailing	
MKTG 4340	International Marketing	
Major		
FACS 1332	Introduction to Fashion Merchandising	3
FACS 1369	Introduction To Textiles	3
FACS 2333	Fashion Merchandising Technology	3
FACS 2366	Fashion in Society	3
FACS 2375	Fashion Promotion	3
FACS 3348	Buying I Merchandise Control	3
FACS 3368	Fashion Forecasting	3
FACS 3371	Fashion Merchandising Management	3
FACS 4367	Smn Cloth Textiles & Mdseing	3
FACS 4369	Internship	3
Business Core		
ECON 2300	Introduction To Economics	3
or ECON 2301	Principles Of Macroeconomics	
or ECON 2302	Principles Of Microeconomics	
MGMT 3310	Principles Of Management	3

MKTG 3310	Principles Of Marketing	3
Electives		1
Minor (required)		
Select 21 hours of Minor courses		21
Total Hours		120

- 1 Satisfies Core Curriculum requirement for Component Area II (Mathematics) and major requirement.
- 2 Satisfies Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture).
- 3 Satisfies Core Curriculum requirement for Component Area V (Creative Arts) and major requirement.
- 4 Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) and major requirement.

Notes

A minor is required. Choose from a minor in General Business Administration, Management, or Finance.

Fashion Merchandising students that are pursuing a General Business Administration or Management minor are strongly encouraged to take MGMT 3327 as one of their approved electives.

FACS 4369 requires department approval and 90 hours of course work completed.

MGMT 3310 requires a minimum of 45 hours course work completed.

MKTG 3310 requires a minimum of 50 hours of course work completed.

First Year

Fall	Hours	Spring	Hours
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)	1
ENGL 1301 ¹		3 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
FACS 1332		3 ENGL 1302 ¹	3
HIST 1301 ²		3 FACS 1369	3
MATH 1324 or 1342 ³		3 HIST 1302 ²	3
		16	14

Second Year

Fall	Hours	Spring	Hours
FACS 2333		3 Elective	1
FACS 2366		3 ECON 2300, 2301, or 2302	3
PHIL 2303 ⁴		3 FACS 2375	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
WOLC 1411		4 WOLC 1412	4
		16	14

Third Year

Fall	Hours	Spring	Hours
Component Area IV (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv)		3 Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)	3
Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)		3 BUAD 3345	3
FACS 3371		3 FACS 3348	3
MGMT 3310		3 FACS 3368	3

Minor (required)		3 MKTG 3310	3
		15	15
Fourth Year			
Fall	Hours	Spring	Hours
FACS 4367		3 FACS 4369	3
FINC 3310, BUAD 3335, MKTG 3320, MKTG 3335, or MKTG 4340		3 FINC 3310, BUAD 3335, MKTG 3320, MKTG 3335, or MKTG 4340	3
Minor (required)		9 Minor (required)	9
		15	15

Total Hours: 120

- 1 Satisfies Core Curriculum requirement for Component Area I (Communication).
- 2 Satisfies Core Curriculum requirement for Component Area VI (U.S. History).
- 3 Satisfies Core Curriculum requirement for Component Area II (Mathematics).
- 4 Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) and major requirement.
- 5 Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).

Notes

A minor is required. Choose from a minor in General Business Administration, Management, or Finance.

Fashion Merchandising students that are pursuing a General Business Administration or Management minor are strongly encouraged to take MGMT 3327 as one of their approved electives.

FACS 4369 (<http://catalog.shsu.edu/archives/2021-2022/search/?P=FACS%204369>) requires department approval and 90 hours of course work completed.

MGMT 3310 (<http://catalog.shsu.edu/archives/2021-2022/search/?P=MGMT%203310>) requires a minimum of 30 hours course work completed.

MKTG 3310 (<http://catalog.shsu.edu/archives/2021-2022/search/?P=MKTG%203310>) requires Junior standing.

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BA in Fashion Merchandising is designed to provide graduates with the following marketable skills:

- Critical thinking and problem solving within the scope of the fashion industry in order to objectively examine information to determine the most effective way to move forward in this fast-paced and globalized industry.
- Collaboration and teamwork in order to communicate well with others and understand varying perspectives to enable them to come up with efficient and effective creative solutions.
- Knowledge and understanding of merchandising functions to successfully construct the necessary data for various financially-related merchandise planning and development needs.
- Balance of creative & artistic skills and business acumen to develop an inherent sense of understanding the intricacies of the fashion industry.