# Bachelor of Arts, Major in Fashion Merchandising

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bachelor of Arts, Major in Fashion Merchandising</td>
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<tr>
<td></td>
<td>Core Curriculum <a href="catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/</a></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Component Area I (Communication)</td>
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</tr>
<tr>
<td></td>
<td>Component Area II (Mathematics)</td>
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<tr>
<td></td>
<td>Component Area III (Life and Physical Science)</td>
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<tr>
<td></td>
<td>Component Area IV (Language, Philosophy, and Culture)</td>
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<tr>
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<td>Component Area V (Creative Arts)</td>
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<tr>
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<td>Component Area VI (U.S. History)</td>
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</tr>
<tr>
<td></td>
<td>Component Area VII (Political Science/Government)</td>
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<tr>
<td></td>
<td>Component Area VIII (Social and Behavioral Sciences)</td>
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<tr>
<td></td>
<td>Component Area IX (Component Area Option)</td>
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</tbody>
</table>

## Degree Specific Requirements

1. CHEM from Component Area III
   - 4
2. Foreign Language first two courses: WOLC 1411 and WOLC 1412
   - 8
3. Fine Arts (Advanced): Select course from degree in Fine Arts in the area of Dance, Music, Theatre, Art or PHIL 3366
   - 3
4. MATH 1314: Pre Calculus Algebra
   - 3
5. or MATH 1332: College Mathematics
   - 3
6. PHIL 2303: Critical Thinking
   - 3
7. WOLC 2311: Intermediate Foreign Language
   - 3

## Major Core

1. FACS 2368: Consumer Education
   - 3

## Major

1. FACS 1330: Intro Soft Textiles Constructn
   - 3
2. FACS 1360: Basic Principles of Design
   - 3
3. FACS 2333: Fashion Merchandising Technology
   - 3
4. FACS 2366: Fashion in Society
   - 3
5. FACS 2369: Introduction To Textiles
   - 3
6. FACS 3330: Patternmaking
   - 3
7. FACS 3363: Buying 1 Merchandising Control
   - 3
8. FACS 3371: Fashion Merchandising
   - 3
9. FACS 3378: Fashion Promotion
   - 3
10. FACS 4367: Smn Cloth Textiles & Mdseing
    - 3
11. FACS 4369: Internship
    - 3
12. BUAD or FACS Advanced Elective
    - 3

## Business Core

1. ACCT 2301: Principles of Financial Acc
   - 3
2. ECON 2300: Introduction To Economics
   - 3
3. or ECON 2301: Principles Of Macroeconomics
4. or ECON 2302: Principles Of Microeconomics
5. MGMT 3310: Principles Of Management
   - 3
6. MKTG 3310: Principles Of Marketing
   - 3

## Electives

1. Select 18 hours of Minor courses
   - 18

## Total Hours

- 120

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1 Satisfies the Core Curriculum requirement for four hours of Component Area III (Life and Physical Science).
2 Satisfies Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture).
Bachelor of Arts, Major in Fashion Merchandising

Satisfies Core Curriculum requirement for Component Area II (Mathematics) and major requirement.

Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) and major requirement.

Notes

A minor is required. A minor in General Business Administration is strongly advised.

FACS 4369 requires department approval and 100 hours of course work completed.

FACS 1360 is a prerequisite for FACS 3330 and FACS 3378.

ACCT 2301 requires a minimum of 18 hours of course work completed.

MKTG 3310 requires a minimum of 30 hours course work completed.

MKTG 3310 requires Junior standing.

### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>CHEM^1</td>
<td>4</td>
<td>4 Component Area III</td>
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<td>(catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements/academic-guidelines/core-curriculum/#componentareaiii)</td>
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<tr>
<td>ENGL 1301^2</td>
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<td>3 Component Area IX</td>
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<td>(catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements/academic-guidelines/core-curriculum/#componentareaix)</td>
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<tr>
<td>FACS 1360</td>
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<td>ENGL 1302^2</td>
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<tr>
<td>HIST 1301^3</td>
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<td>FACS 1330</td>
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<tr>
<td>MATH 1314 or 1332^4</td>
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<td>HIST 1302^3</td>
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#### Total: 16

### Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>FACS 2366</td>
<td>3</td>
<td>ACCT 2301</td>
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<tr>
<td>FACS 2368</td>
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<td>FACS 2369</td>
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<tr>
<td>PHIL 2303^5</td>
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<td>POLS 2306^5</td>
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<td>POLS 2305^6</td>
<td>3</td>
<td>WOLC 1412</td>
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<td>WOLC 1411</td>
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### Third Year

<table>
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<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tr>
<td>Advanced Fine Arts (Deg. Spec.)</td>
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<td>3 Component Area V</td>
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<tr>
<td>FACS 2333</td>
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<td>ECON 2300, 2301, or 2302^5</td>
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<tr>
<td>FACS 3330</td>
<td>3</td>
<td>FACS 3378</td>
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<td>FACS 3371</td>
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<td>MGMT 3310</td>
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<tr>
<td>WOLC 2311^7</td>
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<td>MKTG 3310</td>
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#### Total: 15

### Fourth Year

<table>
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<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BUAD or FACS Advanced Elective</td>
<td>3</td>
<td>FACS 3363</td>
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<td>FACS 4367</td>
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<td>FACS 4369</td>
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<tr>
<td>Minor</td>
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<td>General Electives</td>
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<td>Minor</td>
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#### Total: 15

**Total Hours: 120**
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Satisfies Core Curriculum requirement for Component Area I (Communication).
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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.
• A digital portfolio with which to tangibly demonstrate their skills and abilities.
• The knowledge and understanding of merchandising functions to successfully construct the necessary data for various financially-related merchandise planning and development needs.
• A balance of creative & artistic skills and business acumen to develop an inherent sense of understanding the intricacies of the fashion industry.