Bachelor's Degree Four-Year Plan

Texas Woman's University

Bachelor's in B.S. in Fashion Merchandising and B.B.A. in Marketing, 09-10 **Department** School of Management - Fashion and Textiles and Business and Economics

Total credit hours required 147

First Year at Texas Woman's University

Semester 1	Hours	Semester 2	Hours
FT 1003 Principles of Design Development	3	FT 1073 Textiles	3
FT 1083 Fashion Products and Industries	3	CSCI 2433 Microcomputer Applications	3
ART 3 credit hours	3	ECO 1013 Microeconomics	3
ENG 1013 Composition I	3	ENG 1023 Composition II	3
HIST 1013 U.S. History, 1492 - 1865	3	HIST 1023 U.S. History, 1865 to present	3
MATH 1013 Quantitative Literacy	3	MATH 1703 Elementary Statistics I	3
Total Hours	18	**Total Hours**	18

Second Year at Texas Woman's University

Semester 3	Hours	Semester 4	Hours
FT 2033 Principles of Fashion Marketing	3	FT 2403 Production Techniques	3
BUS 2803 Women in Business	3	BUS 2043 Fundamentals of Accounting I	3
ECO 1023 Principles of Macroeconomics	3	BUS 3003 Principles of Management	3
GOV 2013 U.S. Government	3	GOV 2023 Texas Government	3
MATH 1713 Elementary Statistics II	3	Humanities 3 credit hours	3
SCI 3 credit hours	3	SCI 3 credit hours	3
Total Hours	18	**Total Hours**	18

Third Year at Texas Woman's University

Semester 5	Hours	Semester 6	Hours
FT 3043 Global Production and Trade (global perspectives)	3	FT 3023 Career Development Strategies	3
		FT 3103 Merchandise Planning and Control	3
FT 3063 Fashion Promotion	3	FT 4603 Fashion Event Planning and Prod	3
FT 3203 Quality Assurance and Textile Eval.	3	BUS 3513 Professional Presentation Strategies (oral communication)	3
BUS 2053 Fundamentals of Accounting II	3		
BUS 3013 Business Law and Ethics	3	MATH 2203 Business Analysis I	3
BUS 3113 Principles of Marketing	3		
		FT 4956 Internship (summer)	6
Total Hours	18	**Total Hours**	21

Fourth Year at Texas Woman's University

Semester 7	Hours	Semester 8	Hours
FT 4083 Global Perspectives of Dress and Adornment (global perspectives)	3	FT 4103 Advanced Merchandise Planning and Control	3
BUS 3053 Business Finance	3	FT 4113 Retail Buying	3
BUS 3533 Management Information Systems	3	BUS 4063 Retailing	3
BUS 4093 Principles of Selling	3	BUS 4213 Consumer Behavior	3
BUS 4113 Marketing Research	3	BUS 4333 Business Policy	3
BUS 4503 Internet Marketing	3	BUS 4553 Advanced Marketing	3
or BUS 3183 International Business			
or BUS 3243 Entrepreneurship			
or BUS 4153 Services Marketing			
Total Hours	18	**Total Hours**	18

** indicates specific program requirements for core curriculum courses and competencies*

Total hours needed for major: 93
Total hours for minor: 0
Total all hours needed for both degrees: 147

☒ Computer literacy competency completed
☒ Oral Communication competency completed
☒ Core Curriculum completed

Revised as of August 2009