



# Bachelor of Science in Fashion Merchandising & Marketing

Problems Or Questions Regarding Registration? Please Email Us At [OnlineAdvising@astate.edu](mailto:OnlineAdvising@astate.edu)

**Must Have 35 Hours of General Education Courses for a Bachelor's Degree at Arkansas State University**

*X = Offered Every Year*

*XE = Offered "Even" Years (e.g. 2022, 2024 etc.)*

*XO = Offered "Odd" Years (e.g. 2023, 2025 etc.)*

Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
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## MAJOR REQUIREMENTS (55 HOURS)

### BUSINESS COURSES

Course Code	Course Title	Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
ACCT 2033	Intro to Financial Accounting		X			X	
BCOM 2563	Business Communication		X		X		
GSCM 3163	Supply Chain Management	X		X			
GSCM 4123	Organizational Purchasing						X (2025)
MKTG 3013	Marketing	X		X			
MKTG 3093	Professional Selling					X	
MKTG 4043	Consumer Behavior				X		X
MKTG 4213	Marketing Analytics			X			



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ART & DESIGN / THEATRE COURSES								
ARTH	2593	Survey of Art History After 1400						X
THEA	2263	Fashion History						X
GRFX	1413	Design Technology					X	
FASHION COURSES								
FASH	2133	Textiles				X		
FASH	2233	Current Issues in Global Fashion Industry	X					
FASH	3133	Fashion Forecasting	X					
FASH	3233	Fashion Market Analysis		X				
FASH	3333	Visual Merchandising & Display					X	
FASH	4134	Fashion Internship	X (2025)		X (2026)			
FASH	4545	Applied Fashion Marketing Project		X (2025)		X (2026)		
ELECTIVES 27 REQUIRED								
Please See Degree Works, Course Catalog, or Academic Advisor for list of Electives								
REQUIRED GENERAL EDUCATION COURSES								
MUS	2503	Fine Arts Music	X				X	
THEA	2503	Fine Arts Theatre	X			X		
MAKING CONNECTIONS (3 HOURS)								
ARTH	2583	Survey of Art History Before 1400					X	



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**PRE-REQUISITE COURSES**

ACCT	2033	Intro to Financial Accounting	NONE			
BCOM	2563	Business Communication	ENG 1013			
GSCM	3163	Supply Chain Management	NONE			
GSCM	4123	Organizational Purchasing	MKTG 3013			
MKTG	3013	Marketing	NONE			
MKTG	3093	Professional Selling	MKTG 3013			
MKTG	4043	Consumer Behavior	MKTG 3013			
MKTG	4213	Marketing Analytics	MKTG 3013			
FASH	3133	Fashion Forecasting	FASH 2233			
FASH	3233	Fashion Market Analysis	FASH 2233			
FASH	3333	Visual Merchandising & Display	FASH 2233			
FASH	4134	Fashion Internship	FASH 2233			
FASH	4545	Applied Fashion Marketing Project	FASH 2233			