



Bachelor of Science in Fashion Merchandising & Marketing

Problems Or Questions Regarding Registration? Please Email Us At 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	Year	Course Name	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		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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			Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
ART & DESIGN / THEATRE COURSES								
ARTH	2593	Survey of Art History After 1400						X
THEA	3323	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