

Fashion Media & Marketing

4-YEAR PLAN

This example four-year plan is provided as a broad framework that you can follow in order to complete your degree within four years. Be sure to always consult your academic advisor before registering for classes.

| | | |
|--------------------------|------------------------------------------------------------|-----|
| Y1 | FASH101 The Business of Fashion | 4 • |
| | COM101 Introduction to Mass Media | 3 • |
| | WRT101 Writing I | 3 • |
| | FYS103/HON101 First Year Seminar/ Honors Colloquium | 3 • |
| | MATH106 Algebraic Operations | 3 • |
| | ARTS126 Principles of Design and Color (KP) | • 3 |
| | FASH105 Excel for Industry | • 1 |
| | WRT102 Writing II | • 3 |
| | SOC103 Equity and Intersectionality (KP) | • 3 |
| | FASH102 The Fashion Consumer | • 3 |
| Elective or Minor course | • 3 | |
| Y2 | COM209 Journalism | 3 • |
| | FASM218 Fashion Content Development | 3 • |
| | BUS220 Marketing | 3 • |
| | HIST104 World Civilization 2 (KP) | 3 • |
| | CHEM105 Chemistry of Fashion | 3 • |
| | COM208 Public Relations | • 3 |
| | FASH219 Fashion Industry Professional Development | • 1 |
| | FASH200 Fashion History 1 | • 3 |
| | FASH207 Digital Tools for Fashion | • 3 |
| | MDSC203 Multidisciplinary Experience | • 3 |
| Elective or Minor course | • 3 | |
| Y3 | FASM306 Fashion Styling & Photography | 3 • |
| | FASH307 Fashion Brand Management | 3 • |
| | GRAP308 Interactive Design with UX | 3 • |
| | FASH415 Fashion Industry Internship Seminar | 4 • |
| | Elective or Minor course | 3 • |
| | FASH315 Trend Forecasting and Analytics | • 3 |
| | FASM310 Digital Marketing | • 3 |
| | FASH303 Fashion History 2 | • 3 |
| | MATH208 Statistics | • 3 |
| | PHIL302 Ethics | • 3 |
| Y4 | FASM411 Social and Mobile Strategies | 3 • |
| | FASM412 Editorial Fashion Production | 3 • |
| | FASH407 Digital Commerce and Analytics | 3 • |
| | Elective, 5th year or Minor course | 3 • |
| | Elective, 5th year or Minor course | 3 • |
| | FASH308 Fashion Event Production | • 3 |
| | FASH427 Fashion Industry Capstone | • 3 |
| | Elective, 5th year or Minor course | • 3 |
| | Elective, 5th year or Minor course | • 3 |
| | Elective, 5th year or Minor course | • 3 |

TOTAL CREDITS: 122