

# FASHION MARKETING AND MANAGEMENT, BFA

Free Elective	5
<b>Total Hours</b>	<b>180</b>

ATLANTA | SAVANNAH | SCADnow

Code	Title	Hours
<b>Foundation Studies</b>		
FOUN 110	Design Thinking and Process	5
FOUN 111	Sketching and Drawing	5
FOUN 112	Color in Context	5
FOUN 113	Creative Collaboration Lab	5
FOUN 240	Spatial Design and Fabrication	5
FOUN 251	Time Based Design: Story, Sound, and Movement	5
<b>General Education</b>		
COMM 105	Speaking of Ideas	5
BUSI 110	Business I: Fundamentals	5
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	5
CTXT 122	Visual Culture in Context: Making Modernities	5
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	5
DIGI 130	Digital Communication	5
BUSI 265	Principles of Marketing	5
ARLH or ARTH Elective		5
ENGL Elective		5
General Education Elective		5
Mathematics/Natural Sciences Elective		5
<b>Major Curriculum</b>		
FASH 105	Introduction to Textiles	5
FASH 110	Introduction to Fashion Design	5
FASM 210	Digital Presentation Techniques	5
FASM 215	Fashion Aesthetics and Style	5
FASM 220	Fashion Merchandising, Planning, and Control	5
FASM 245	Retail Buying Simulation	5
FASH 247	History of Fashion	5
FASM 310	Private Label Product Development	5
FASM 400	Contemporary Issues in Fashion Merchandising	5
FASM 410	Retail Management	5
FASM 415	Future of Shopping: Retail Innovation for Customer Empowerment	5
FASM 419	Current Trends and Forecasting	5
FASM 420	Global Sourcing and Import Buying for Fashion	5
FASM 430	Professional Portfolio Practices	5
FASM 440	Visual Communication in Fashion	5
Select one of the following:		5
FASM 479	Undergraduate Internship	
500-level SCADpro Elective		
Business-Focused Elective		
<b>Additional Electives</b>		
Free Elective		5
Free Elective		5