

Concentration Title: Fashion Marketing and Merchandising

Proposed Departments: Communication, Exchange, Marketing, Journalism,
Theater

	Course #	Course Name	Credits
1	COMM 260	Public Speaking	3
2	EXCHANGE	Apparel Construction Laboratory	3
3	EXCHANGE	Fashion Industry	3
4	EXCHANGE	Apparel Analysis Sel Laboratory	3
5	EXCHANGE	Introduction to Textiles	3
6	COMM 287	Advertising of Social Communication	3
7	MARKETING 301	Fundamentals of Marketing	3
8	JOURNAL 492	Magazine Writing	3
9	COMM 397L	Consumer Culture	3
10	THEATER 342	Costume Design	3
11	MARKETING 491	Retailing	3
12	MARKETING 450	Promotional Strategy	3
13	COMM 497	Advertising	3
14	MARKETING 410	Consumer Behavior	3
15	MARKETING 421	Product Strategy	3
16	MARKETING 450	Direct Marketing	3
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