

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
	SOC104 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