

FASHION MARKETING MINOR

The fashion industry has seen considerable growth in all segments of the retail industry from mass market to luxury and designer retailers. With this in mind, students will explore the core marketing activities surrounding the world of fashion. Students will learn marketing principles, practices, and policies used by fashion manufacturers, wholesalers, and retailers.

Minor Requirements

Code	Title	Credits
Required Courses		
MAR 201	Principles of Marketing	3
MAR 361	Retail Management	3
MAR 365	Fashion Marketing	3
Marketing Electives		
Select two of the following:		6
MAR 221	Fundamentals of Advertising and Promotion	
MAR 223	Consumer Behavior	
MAR 332	Selling and Sales Management	
MAR 362	Retail Buying and Visual Merchandising	
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	
MAR 394	Marketing Internship	
Total Credits		15