

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 | Advertising Strategy & Creative | |
| MAR 223 | Consumer Behavior | |
| MAR 332 | Selling and Sales Management | |
| MAR 363 | Special Events Marketing for Arts, Entertainment and Sports | |
| MAR 394 | Marketing Internship | |
| Total Credits | | 15 |