FASHION STUDIES MAJOR (B.A.)

Program Overview
The Fashion Studies Major focuses on the multi-billion dollar industry centered on the production and sale of fashion products. Students analyze consumer needs and learn how these needs are met by a complex and dynamic fashion industry, preparing for careers in apparel manufacturing, merchandising, management and/or marketing of fashion products and services. The program is based in the Department of Art and Design (http://www.montclair.edu/arts/art-and-design). For further information, go to: Fashion Studies (BA) (http://www.montclair.edu/arts/art-and-design/academic-programs/undergraduate-programs/fashion-studies-ba).

Program Requirements
Students must complete 42 credits of General Education requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs) and 3-9 credits of World Languages and Cultures Requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement).

Core Requirements
ARFD 100 Perceptual Drawing 3
ARFD 101 Process and Media I - Surface 3
ARFD 102 Drawing as Research 3
ARFD 103 Color and Light 3
ARFD 104 Process and Media II—Space 3

Program Core Requirements
ARFD 200 Process and Media III—Time 3
ARHT 102 Visual Culture 3
ARHT 106 Art in Western Civilization: Renaissance through Modern 3

Required Collaterals
ECON 101 Applied Macroeconomics 3
or ECON 102 Applied Microeconomics 3
MATH 109 Statistics 3
MGMT 231 Management Processes 3
MKTG 240 Introduction to Marketing 3

Major Requirements
ARTX 201 Culture and Appearance 3
ARTX 298 Textiles I: Introduction 3
ARTX 220 Textile and Apparel Industry 3
ARTX 310 Fashion Merchandising Mathematics 3
ARTX 320 Dress and Fashion History, Prehistory to 1800 3
ARTX 321 Dress and Fashion History, from 1800 to Today 3
ARTX 360 Fashion Consumer Research 3
ARTX 409 Fashion Internship 3

Research Project or Internship
ARTX 400 Fashion Senior Research Project 3
or ARTX 409 Fashion Internship 3

Electives
Select 18 credits from the following options: 18

Fashion Studies Electives
Select 18 credits of the following with at least 6 credits at the 300 or 400 level (see below).

Complete a Minor
Complete a minor in Fashion Design, Fashion Merchandising, Business, Entrepreneurship, or Communication Studies (see below).

Fashion Studies Electives
Select 18 credits of the following with at least 6 credits at the 300 or 400 level:
- ARFD 400 Art and Design Forum
- ARST 203 Accessory Design
- ARST 204 Painting
- ARST 205 Photography
- ARST 206 Printmaking
- ARPM 262 Screen Printing
- ARTX 120 Introduction to Apparel Design
- ARTX 222 Textile Design
- ARTX 226 Advanced Clothing Construction
- ARTX 230 Fashion Illustration
- ARTX 325 The Marketing of Fashion
- ARTX 330 Evaluating Apparel Quality
- ARTX 345 Fashion Study Abroad
- ARTX 355 Fashion Branding
- ARTX 398 Development of Fashion Products
- ARTX 410 Fashion Forecasting
- ARTX 422 Apparel Design: Draping
- ARTX 424 Apparel Design: Tailoring
- ARTX 426 Apparel Design: Flat Pattern
- ENTR 201 The Entrepreneurial Mindset and Innovation
- ENTR 301 Creating Your Startup Business Model
- ENTR 302 Preparing to Pitch and Launch Your Startup
- INBS 250 Introduction to International Business
- INBS 347 Export/Import Marketing Process
- INBS 349 International Marketing
- INBS 440 International Retailing
- MKGT 316 Human Resource Management
- MKGT 307 Retail Marketing and Management
- MKGT 309 Buying and Distribution Strategies
- MKGT 325 E-Tailing and Multi-Channel Retailing
- MKGT 341 Consumer Behavior
- MKGT 344 Integrated Marketing Communications
- THTR 100 Introduction to the Theatrical Medium
- THTR 153 Costume Construction I
- THTR 202 Production Costumes
- CMDA 110 Introduction to Communication and Media Arts
- JOUR 315 Magazine Journalism

Total Credits
81

Business Minor Requirements
ACCT 204 Fundamentals of Accounting 3
### Fashion Studies Major (B.A.)

- **ECON 202** Economics and Finance for Business Minors  
- **INBS 250** Introduction to International Business  
- **INFO 301** Business Decision Making  
- **MGMT 231** Management Processes  
- **MKTG 240** Introduction to Marketing  

**Total Credits:** 18

### Communication Studies Minor Requirements

- **CMDA 110** Introduction to Communication and Media Arts  
- **CMDA 210** Theorizing Communication and Media Arts  
- **CMDA 220** Writing for the Media  
- **Select three of the following:**  
  - **CMST 130** Public Relations Principles  
  - **CMST 160** Introduction to Health Communication  
  - **CMST 170** Organizational Communication  
  - **CMST 202** Listening  
  - **CMST 215** Media History and Form  
  - **CMST 225** New Media and Participatory Culture  
  - **CMST 245** Communication, Media and Gender  
  - **CMST 246** Interpersonal Communication I  
  - **CMST 273** Democracy and Communication  
  - **CMST 275** Building Bridges through Dialogue  
  - **CMST 322** Intercultural Communication  
  - **CMST 362** Nonverbal Communication  
  - **CMST 435** Communication and Media Arts Activity  

**Total Credits:** 18

### Fashion Design Minor Requirements

#### Required Courses
- **ARTX 230** Fashion Illustration  
- **ARTX 355** Fashion Branding  
- **ARTX 422** Apparel Design: Draping  
- **ARTX 426** Apparel Design: Flat Pattern  

#### Electives
- **Select two of the following:**  
  - **ACCT 204** Fundamentals of Accounting  
  - **ARTX 226** Advanced Clothing Construction  
  - **ARTX 330** Evaluating Apparel Quality  
  - **ARTX 398** Development of Fashion Products  
  - **INBS 250** Introduction to International Business  
  - **INBS 347** Export/Import Marketing Process  
  - **INBS 349** International Marketing  

**Total Credits:** 18

### Fashion Merchandising Minor Requirements

#### Required Courses
- **ARTX 355** Fashion Branding  
- **ARTX 398** Development of Fashion Products  
- **ARTX 410** Fashion Forecasting  

#### Electives
- **Select three of the following:**  
  - **ACCT 204** Fundamentals of Accounting  
  - **ARGD 211** Fundamentals of Adobe Creative Suite - Mac  
  - **INBS 250** Introduction to International Business  
  - **INBS 347** Export/Import Marketing Process  
  - **INBS 349** International Marketing  
  - **MGMT 331** Family Business  
  - **MKTG 307** Retail Marketing and Management  
  - **MKTG 309** Buying and Distribution Strategies  
  - **MKTG 482** Independent Owned and Franchised Retailing  

**Total Credits:** 18

### Entrepreneurship Minor Requirements

#### Required Courses
- **ENTR 201** The Entrepreneurial Mindset and Innovation  
- **ENTR 301** Creating Your Startup Business Model  
- **ENTR 302** Preparing to Pitch and Launch Your Startup  
- **ENTR 320** Marketing for Entrepreneurs  
  - *or* **MKTG 300** Integrated Core: Marketing  
- **Select one of the following:**  
  - **ENTR 310** Entrepreneurial Accounting and Finance  
  - **ACCT 204** Fundamentals of Accounting  
  - **FINC 300** Integrated Core: Finance  

**Total Credits:** 18-21