

FASHION MERCHANDISING, BS

Degree Requirements

Requirements for Students Matriculating in or before Academic Year 2026-2027. Learn more about University Academic Regulation 3.1 (<https://catalog.okstate.edu/university-academic-regulations/#matriculation>).

Minimum Overall Grade Point Average: 2.00

Total Hours: 120

Code	Title	Hours
General Education Requirements		
<i>English Composition</i>		
See Academic Regulation 3.5 (https://catalog.okstate.edu/university-academic-regulations/#english-composition)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
Select one of the following:		3
ENGL 1213	Composition II	
ENGL 1413	Critical Analysis and Writing II	
ENGL 3323	Technical Writing	
<i>American History & Government</i>		
Select one of the following:		3
HIST 1103	Survey of American History	
HIST 1483	American History to 1865 (H)	
HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Quantitative Thought & Logical Reasoning (Q)</i>		
Select one of the following:		3
MATH 1483	Mathematical Functions and Their Uses (Q)	
MATH 1513	College Algebra (Q)	
MATH 2103	Business Calculus (Q)	
Minimum grade of "C" for (Q) course		
<i>Understanding Humanities-Human Heritage & Cultures (H)</i>		
DM 3213	Heritage of Dress (H)	3
Courses designated (H)		
3		
<i>Reasoning in the Natural Sciences (N)</i>		
Must include one Laboratory-Based Inquiry (L) course		
DM 2573	Textile Science (LN)	3
Course designated (N)		
3		
<i>Exploring Society & Human Behavior (S)</i>		
ECON 1113	The Economics of Social Issues (S)	3
or ECON 2103	Introduction to Microeconomics (S)	
Minimum grade of "C" for ECON course		
<i>Diversity (D)</i>		
Courses designated (D)		
3		
<i>Global Cultural Competency (G)</i>		
Courses designated (G)		
3		
<i>Additional General Education</i>		

Additional general education credit hours (at least 4 hours) are required to meet the total 40-hour minimum. If courses carry more than one general education designation and can be used to meet multiple minimum general education designation hours above, more than 4 hours of additional general education will be required here to meet the 40-hour minimum.

Courses designated (Q), (H), (N), (S), (D), (G), or (F).

Hours Subtotal 40

College/Departmental Requirements

UNIV 1111	First Year Seminar (or other approved first year seminar course)	1
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EDHS 3111	Preparing for Your Future Career	1
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Human Sciences

HDFS 2113	Lifespan Human Development (S)	3
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Hours Subtotal 5

Major Requirements

Minimum grade of "C" in each course

Major Core Requirements

DM 1003	Design Theory and Processes for Design and Merchandising	3
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DM 1433	Fundamentals of the Fashion Industry	3
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DM 2003	Problem Solving Strategies	3
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DM 2243	Sustainability in the Fashion Industry	3
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DM 2403	Research Methods	3
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DM 2423	Technology and Visual Communication for Merchandisers	3
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DM 2913	Sewn Product Quality Analysis	3
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DM 3033	Material Culture	3
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DM 3433	Retail Strategies in the Digital Sector	3
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DM 3443	Fashion Marketing Strategies	3
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DM 3463	Fashion Consumer Behavior	3
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DM 3563	Fashion Buying and Planning	3
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DM 3853	Visual Merchandising	3
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DM 3991	Pre-Internship Seminar	1
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DM 3993	Global Sourcing Strategies	3
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DM 4010	Fashion Show Production	3
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DM 4453	Fashion Entrepreneurship	3
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DM 4824	Professional Internship	4
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Hours Subtotal 53

Controlled Electives

Select 15 hours from the following: 15

DM 4010	Fashion Show Production	
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DM 4023	Retail Analytics and Insights	
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DM 4040	International Studies in Design and Merchandising	
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DM 4083	Technology in Apparel Retail and Consumer Experiences	
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DM 4810	Problems in Design and Merchandising	
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ENGL 2513	Introduction to Creative Writing (H)	
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MKTG 3213	Marketing (S)	
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MKTG 4513	Sales Management	
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MGMT 3013	Fundamentals of Management (S)	
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MGMT 4021	Managing Professional Relationships	
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STAT 2013 Elementary Statistics (Q)
 or STAT 2023 Elementary Statistics for Business and Economics
 (Q)

A maximum of 6 hours of foreign language may be used

Hours Subtotal	15
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Electives

Electives can be met with any additional courses providing student meets required prerequisites. It is highly recommended students take advantage of off-campus study programs and study abroad opportunities. See your advisor to discuss ways you can increase your global competency by studying abroad.

Select 7 hours	7
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Hours Subtotal	7
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Total Hours	120
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Other Requirements

- 40 upper-division hours required.
- A 2.50 Major GPA is required. This includes all courses in College and Major Requirements.
- A 2.50 Major GPA is required for full admission to the Internship Program.
- Transfer Admission Requirements: 2.00 for less than 31 hours; 2.25 for 31-45 hours; 2.50 for more than 45 hours and minimum grade of "C" in MATH 1483 Mathematical Functions and Their Uses (A) or MATH 1513 College Algebra (A) or MATH 2103 Business Calculus (A)

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Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2032.