



# Department of Family and Consumer Sciences

## Apparel, Textiles & Merchandising, Bachelor of Science Fashion Marketing Specialization

### Four-Year Academic Road Map

Sample only—your academic advisor will help you create a plan that is right for you.

YEAR 1	Fall Quarter			Winter Quarter			Spring Quarter		
	UNIV 101	Transition to CWU	1	K3, K4, K5, or K7*	4-5	K1*	4-5		
	Academic Writing I*		5	K3, K4, K5, or K7*	4-5	Quantitative Reasoning*	5		
	ATM 281	Aspects of Apparel	5	K3, K4, K5, or K7*	4-5	COM 201	Intro to Mass Comm	5	
	K3, K4, K5, or K7*		4-5						
Quarter Credits		15-16	Quarter Credits		12-15	Quarter Credits		14-15	

YEAR 2	Fall Quarter			Winter Quarter			Spring Quarter		
	ATM 270	Digital Presentation Techniques	4	ATM 301	Intro to Fashion Industry	4	COM 303	Online & Soc Media Strat	4
	ACCT 301	Accounting for Non Majors	5	General Coursework**	12	COM 388	Advertising Planning	4	
	COM 280	Advertising Fundamentals	4			General Coursework**	8		
	General Coursework**		3						
Quarter Credits		16	Quarter Credits		16	Quarter Credits		16	

YEAR 3	Fall Quarter			Winter Quarter			Spring Quarter		
	ATM 420	Consumer Textiles	4	MKT 360	Principles of Marketing	5	ATM 340	Fashion Trend Analysis	4
	COM 208	Intro to PR Writing	4	General Coursework***	10	MKT 376	Found of Digital Marketing	5	
	General Coursework***		6			MKT 364	Marketing Promotion	5	
	ATM 310	Profess Develop in Fashion	2			ATM 492†	Practicum	4	
Quarter Credits		16	Quarter Credits		15	Quarter Credits		14	

YEAR 4	Fall Quarter			Winter Quarter			Spring Quarter		
	IT 248	Found of Digital Environ	4	IT 312	Designing the Digital Environ	4	MKT 476	Advanced Digital Marketing	5
	RMT 330	Principles of Retailing	4	RMT 350	Omni Channel Retailing	4	ATM 487	ATM Exit Assessment	2
	General Coursework***		8	General Coursework***	4	General Coursework***	5		
						ATM 492†	Practicum	4	
Quarter Credits		16	Quarter Credits		12	Quarter Credits		12	

\*Any course from any of these General Education Requirements is fine. Speak to your advisor for some suggestions.

\*\*Coursework of your choosing-this could be completing a minor, prerequisites for graduate school, or courses that you're interested in taking for some other reason. Necessary to reach 180 credits needed.

†To be completed in the summer term immediately following this spring term. Talk to your advisor.

[Department Webpage](#)

[CWU DEGREE REQUIREMENTS](#)

[CWU Course Catalog](#)