If your career interests are in the leading edge of fashion and studying everything from fibers to wearable technology, the BA in fashion can help you reach your goals.

**Program Description**

The BA in fashion combines history, business practices and hands-on studio experience to prepare students for a variety of roles in this important industry. This program is distinguished from other fashion programs in the U.S. through its integration with other research disciplines in the university.

Students have the opportunity to pursue tracks in marketing and merchandising, costuming, wearable technology, sustainability, management and leadership, international experience, and fashion and culture. In the capstone experience, students develop a substantial project within their focus track. Opportunities for internships and study abroad further advance students' professional goals.

Through the leadership of well-known industry professionals, students with the bachelor's degree in fashion are connected globally to leaders in the industry.

**At a Glance**

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

**Required Courses (Major Map)**

2019 - 2020 Major Map
Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

Change of Major Requirements

An ASU student who would like to change majors to one offered by the Herberger Institute or one of its programs must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A"). Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools, and resources and help students save time and money in their college journey. Learn more about these programs by visiting the Admissions site.

Global Opportunities

PLuS Alliance

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st-century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

The Herberger Institute for Design and the Arts recommends the following study abroad programs for students majoring in fashion: http://links.asu.edu/SAO.fashion.
Global Degree

Career Opportunities

Graduates are prepared to enter a variety of roles in the fashion industry, including fashion designers, merchandise display and window designers, textile and apparel production managers, fabric designers, marketing researchers and other fashion business analysts, supply chain managers for the apparel industry, fashion critics, curators and many other related positions.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Professor</td>
<td>12.0%</td>
<td>$66,930</td>
</tr>
<tr>
<td>Fabric and Apparel Designer</td>
<td></td>
<td>$40,460</td>
</tr>
<tr>
<td>Fashion Designer</td>
<td>2.6%</td>
<td>$67,420</td>
</tr>
<tr>
<td>Manufacturing Sales Representative</td>
<td>5.2%</td>
<td>$56,970</td>
</tr>
<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook  🌿 Green Occupation

Contact Information

Schedule an advisor appointment
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