

Recommended Study Plan - Minor in Fashion Marketing - As of Spring 2025

Fall		
<i>You need to complete the core course listed below:</i>		
MKT201	Introduction to Marketing	3 cr.

Spring		
<i>You can select at least one of the two core courses listed below:</i>		
MKT304	Consumer Behavior	3 cr.
MKT325	Fashion Marketing	3 cr.

Fall		
<i>You can select at least one of the two core courses listed below:</i>		
MKT 304	Consumer Behavior	3 cr.
MKT 325	Fashion Marketing	3 cr.
<i>You can select at least one of the elective courses listed below:</i>		
MKT 302	Integrated Marketing Communications	3 cr.
MKT 310	Retail Marketing Strategy	3 cr.
MKT 312	Digital Marketing	3 cr.
MKT 324	Luxury & Fashion Branding	3 cr.
MKT 326	Psychology of Fashion & Luxury Goods	3 cr.
MKT 331	Event and Entertainment	3 cr.
MKT 334	Influencer Marketing & Content Creation	3 cr.
FEM322*	Entrepreneurial Marketing	3 cr.
FAS 491*	Fashion Entrepreneurship	3 cr.

Spring		
<i>You can select at least two of the elective courses listed below:</i>		
MKT 302	Integrated Marketing Communications	3 cr.
MKT 310	Retail Marketing Strategy	3 cr.
MKT 312	Digital Marketing	3 cr.
MKT 324	Luxury & Fashion Branding	3 cr.
MKT 326	Psychology of Fashion & Luxury Goods	3 cr.
MKT 331	Event and Entertainment	3 cr.
MKT 334	Influencer Marketing & Content Creation	3 cr.
FEM322*	Entrepreneurial Marketing	3 cr.
FAS 491*	Fashion Entrepreneurship	3 cr.

For a Minor in Fashion Marketing, students must complete a minimum of 18 credits, distributed as follows:

- **Non-business students:** 9 core credits (*MKT 201 – Introduction to Marketing, MKT 304 – Consumer Behavior, and MKT 325 – Fashion Marketing*) + 9 elective credits
- **Business students:** 6 core credits (*MKT 304 – Consumer Behavior and MKT 325 – Fashion Marketing*) + 9 elective credits
- **Business Marketing Students:** 3 core credits (*MKT 325 – Fashion Marketing*) + 6 elective credits

A business student needs to complete 15 credits to declare a Minor in Fashion Marketing (as MKT 201 is a core course for all business students).

To fulfill the requirements of a minor, a student must complete at least nine additional elective credits related to the minor from outside their program of study.

Students are encouraged to learn more about the rules and procedures related to minors (Requirements for Degrees - Point E: Requirements for a Minor <https://catalog.lau.edu.lb/2024-2025/undergraduate/academic-rules-procedures.php>)

* Students should register for only ONE of these two courses, as they cover similar or equivalent content. The choice depends on the department or school from which the student is minoring in Fashion Marketing. This arrangement offers students greater flexibility in course options and scheduling.