# Bachelor of Science in Apparel Design and Merchandising: Concentration in Merchandising Roadmap

120 Total Units Required  
Minimum Number of Units in the Major: 58

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Semester</strong></td>
<td></td>
<td></td>
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<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
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</tbody>
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Major Prerequisite: College-Level Drawing Course (See Art or Design Courses)  
GE Area A: Oral Communication (A1) or Critical Thinking (A3)  
GE Area A: Written English Communication (A2)  
GE Area D: U.S. History (D2) or U.S. and California Government (D3)  
**Units**  
15

| **Second Semester**                        |                                               |       |
| ECON 102 | Introduction to Macroeconomic Analysis     | 3     |

GE Area A: Oral Communication (A1) or Critical Thinking (A3)  
GE Area A: Written English Communication II (A4)  
GE Area B: Quantitative Reasoning (B4)  
GE Area C: Arts (C1)  
**Units**  
15

| **Third Semester**                        |                                               |       |
| ADM 260 | Textiles                                   | 3     |
| ID 240  | Color and Design                           | 3     |

GE Area A: Written English Communication II (A4) if not already satisfied  
or SF State Studies or University Elective  
GE Area C: Humanities: Literature (C3)  
GE Area D: U.S. History (D2) or U.S. and California Government (D3)  
**Units**  
15

| **Fourth Semester**                        |                                               |       |
| ADM 265 | Introduction to the Fashion Industry       | 3     |
| PSY 200 | General Psychology                          | 3     |

GE Area B: Life Science (B2) and Laboratory Science (B3)  
GE Area C: Arts (C1) or Humanities (C2)  
SF State Studies or University Elective  
**Units**  
16

| **Fifth Semester**                        |                                               |       |
| ADM 360GW                                | Fashion, Clothing, and Society - GWAR         | 3     |

Major Electives (9 Units Total) – Take One  
GE Area UD–C: Upper Division Arts and/or Humanities (Consider SF State Studies Course)  
SF State Studies or University Elective - Take Two  
**Units**  
15

| **Sixth Semester**                        |                                               |       |
| ADM 365                                  | Textile Laboratory                           | 1     |
| ADM 369                                  | Fashion Merchandising and Buying             | 3     |

ADM 466 | Computer Applications in Clothing and Textile Industry  
**Units**  
3

Major Electives (9 units total) – Select 3 Units of Marketing:  
MKTG 431 | Principles of Marketing  
MKTG 433 | Personal Selling  
MKTG 434 | Advertising Theory and Practice  
MKTG 436 | Retail Management  
MKTG 469 | Digital Marketing  
GE Area UD–D: Upper Division Social Sciences (Consider SF State Studies Course)  
SF State Studies or University Elective  
**Units**  
16

| **Seventh Semester**                      |                                               |       |
| ADM 561                                  | Culture and Historical Costume               | 3     |
| ADM 566                                  | Fashion and the Consumer                     | 3     |

ADM 665 | Product Development for Apparel  
**Units**  
3

Major Electives (9 Units Total) – Take One  
GE Area UD–B: Upper Division Physical and/or Life Sciences (Consider SF State Studies Course)  
**Units**  
15

| **Eighth Semester**                       |                                               |       |
| ADM 560                                  | Supply Chain Management in the Textile & Apparel World Marketplace | 3 |
| ADM 569                                  | Visual Merchandising and Promotion            | 3     |

CFS 600 | Professional Development  
SF State Studies or University Elective  
**Units**  
13

**Total Units**  
120
To avoid taking additional units, it is recommended that you meet **LLD and SF State Studies** requirements (AERM, GP, ES, SJ) within your GE or major.

**ENG 114** can only be taken if you complete Directed Self-Placement (DSP) and select **ENG 114**; if you choose **ENG 104/ENG 105** through DSP you will satisfy A2 upon successful completion of **ENG 105** in the second semester; multilingual students may be advised into alternative English courses.

Depending on courses completed through Early Start, students in Pathway/Category 3 or 4 may be required to enroll in a support course to complement their Quantitative Reasoning/B4 requirement. There are multiple course options for this pathway. Before enrolling in a B4 course, students should verify their MATH Pathway/Category in their Student Center (http://cms.sfsu.edu/content/student-center). Information regarding the courses that correspond with your MATH Pathway/Category can be found on the Developmental Studies Office Website (http://developmentalstudies.sfsu.edu).

**Major Electives – Sample List (9 units total)**

- **ACCT 100** Introduction to Financial Accounting (3 units)
- **ACCT 101** Introduction to Managerial Accounting (3 units)
- **ADM 262** Fashion Illustration (3 units)
- **ART 222** Introduction to Textile Art (3 units)
- **ART 422** Weaving I: Beginning (3 units)
- **ART 424** Surface Design Studio (3 units)
- **CFS 543** Sustainability in the Textile, Housing, and Food Industries (3 units)
- **CFS 657** New York Fashion Study Tour (3 units)
- **CFS 685** Projects in Teaching of Consumer and Family Studies/Dietetics (3 units)
- **IBUS 330** International Business and Multicultural Relations (3 units)
- **IBUS 430** Import-Export Management and Small Business Operations (3 units)
- **ISYS 263** Introduction to Information Systems (3 units)
- **MGMT 354** Starting a Small Business (3 units)
- **MGMT 405** Introduction to Management and Organizational Behavior (3 units)
- **MKTG 431** Principles of Marketing (3 units)
- **MKTG 433** Personal Selling (3 units)
- **MKTG 434** Advertising Theory and Practice (3 units)
- **MKTG 436** Retail Management (3 units)
- **MKTG 469** Digital Marketing (3 units)

Select any ADM course in the alternate concentration

**CFS 600** serves as major’s capstone experience.