# Bachelor of Science in Apparel Design and Merchandising: Concentration in Merchandising - Quantitative Reasoning Category I/II and ENG 114

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tr>
<td>First Semester</td>
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<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis (Major Core, D1)</td>
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<td>ENG 114</td>
<td>First Year Composition (A2)</td>
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<tr>
<td>Major Core: College-Level Drawing or Fashion Illustration Course</td>
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<td>GE Area A 2</td>
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<td>Second Semester</td>
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<td>GE Area A</td>
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<td>GE Area B: Quantitative Reasoning (B4)</td>
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<td>Third Semester</td>
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<td>ADM 260</td>
<td>Textiles (Major Core, B1)</td>
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<td>ID 240</td>
<td>Color and Design (Major Core, C1)</td>
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<td>Fourth Semester</td>
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<td>ADM 265</td>
<td>Introduction to the Fashion Industry (Major Core)</td>
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<td>PSY 200</td>
<td>General Psychology (Major Core, D1)</td>
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<td>ADM 360GW</td>
<td>Fashion, Clothing, and Society - GWAR (Major Core)</td>
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<td>ADM 365</td>
<td>Textile Laboratory (Major Core)</td>
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<td>ADM 369</td>
<td>Fashion Merchandising and Buying (Major Concentration)</td>
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<td>ADM 466</td>
<td>Computer Applications in Clothing and Textile Industry (Major Concentration)</td>
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<td>ADM 561</td>
<td>Culture and Historical Costume (Major Core)</td>
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<td>ADM 566</td>
<td>Fashion and the Consumer (Major Concentration)</td>
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<td>ADM 665</td>
<td>Product Development for Apparel (Major Core)</td>
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<td>GE Area UD-B: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course)</td>
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<td>ADM 560</td>
<td>Supply Chain Management in the Textile &amp; Apparel World Marketplace (Major Core, GP)</td>
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<td>ADM 569</td>
<td>Visual Merchandising and Promotion (Major Concentration)</td>
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<td>FCS 600</td>
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1. GE Area B: Life Science (B2) and Laboratory Science (B3) 4  
2. GE Area C 3  
3. GE Area D 3  
4. GE Area UD-C: Upper-Division Arts and/or Humanities (Consider SF State Studies Course) 3  
5. GE Area UD-B: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course) 3  
6. SF State Studies or University Elective - Take Two 6  
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SF State Studies or University Elective - Take Two  

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Total Units 12

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.

To avoid taking additional units, it is recommended that you meet SF State Studies requirements (AERM, GP, ES, SJ) within your GE.

Depending on courses completed through Early Start, students in Pathway/Category III or IV 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 (9 units)**

Select nine units from the list below. Must include 3 units of MKTG. An ADM course in the Design Concentration may also be used as an elective. Other courses may be used with approval from an advisor.

- ACCT 100 Introduction to Financial Accounting (3 units) (Prerequisite for ACCT 101)
- ACCT 101 Introduction to Managerial Accounting (3 units)
- ADM 262 Fashion Illustration (3 units)
- ART 222 Introduction to Textile Art (3 units) (Prerequisite for ART 422)
- ART 422 Weaving I: Beginning (3 units)
- ART 424 Surface Design Studio (3 units)
- FCS 543 (units) (UD-D, ES)
- FCS 657 (units)
- FCS 685 (units)
- IBUS 330 International Business and Multicultural Relations (3 units) (Prerequisite for IBUS 430, UD-D, GP)
- 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) (Prerequisite for MKTG 433, MKTG 434, MKTG 436, and MKTG 469)
- 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)

FCS 600 serves as the major's capstone experience.