BACHELOR OF SCIENCE
IN APPAREL DESIGN
AND MERCHANDISING:
CONCENTRATION IN
MERCHANDISING -
QUANTITATIVE REASONING
CATEGORY III/IV AND ENG 114

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

Course Title Units
First Semester
ECON 101 Introduction to Microeconomic Analysis (Major Core, D1) 3
ENG 114 Writing the First Year: Finding Your Voice (A2) 3
Major Core: College-Level Drawing or Fashion Illustration Course 3
GE Area A 3
GE Area D 3

Units 15

Second Semester
ECON 102 Introduction to Macroeconomic Analysis (Major Core, D1) 3
GE Area A 3
GE Area B: Quantitative Reasoning (B4) 3
B4 Support Course 2-3
GE Area E 3

Units 14-15

Third Semester
ADM 260 Textiles (Major Core, B1) 3
ID 240 Color and Design (Major Core, C1) 3
GE Area C 3
GE Area D 3
SF State Studies or University Elective 3

Units 15

Fourth Semester
ADM 265 Introduction to the Fashion Industry (Major Core) 3
PSY 200 General Psychology (Major Core, D1) 3
Major Electives (9 Units Total) - Take One 3

GE Area B: Life Science (B2) and Laboratory Science (B3) 4
GE Area C 3

Units 16

Fifth Semester
ADM 360GW Fashion, Clothing, and Society - GWAR (Major Core) 3
Major Electives (9 Units Total) - Take One 3
GE Area UD-C: Upper-Division Social Sciences (Consider SF State Studies Course) 3
GE Area UD-D: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course) 3
SF State Studies or University Elective - Take Two 6

Units 15

Sixth Semester
ADM 365 Textile Laboratory (Major Core) 1
ADM 369 Fashion Merchandising and Buying (Major Concentration) 3
ADM 466 Computer Applications in Clothing and Textile Industry (Major Concentration) 3
GE Area UD-D: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course) 3

Units 15

Seventh Semester
ADM 561 Culture and Historical Costume (Major Core) 3
ADM 566 Fashion and the Consumer (Major Concentration) 3
ADM 665 Product Development for Apparel (Major Core) 3
Major Electives (9 Units Total) - Take One 3
GE Area UD-B: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course) 3

Units 15

Eighth Semester
ADM 560 Supply Chain Management in the Textile and Apparel World Marketplace (Major Core, GP) 3
ADM 569 Visual Merchandising and Promotion (Major Concentration) 3
FCS 600 Professional Development (Major Core) 3

Units 15
Bachelor of Science in Apparel Design and Merchandising: Concentration in Merchandising - Quantitative Reasoning Category III/IV and ENG 114

SF State Studies or University Elective - Take Two  
6  
<table>
<thead>
<tr>
<th>Units</th>
<th>15</th>
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<tr>
<td><strong>Total Units</strong></td>
<td><strong>120-121</strong></td>
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1. 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.

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

3. 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. Information regarding the courses that correspond with your MATH Pathway/Category can be found on the Developmental Studies Office Website.

4. **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 Sustainability in the Textile, Housing, and Food Industries (3 units) (UD-D, ES)
   - FCS 657 New York Fashion Study Tour (3 units)
   - FCS 685 Projects in Teaching of Family Interiors Nutrition & Apparel (3 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)

5. FCS 600 serves as the major's capstone experience.