

# BACHELOR OF SCIENCE IN APPAREL DESIGN AND MERCHANDISING: CONCENTRATION IN MERCHANDISING - QUANTITATIVE REASONING CATEGORY III/IV AND STRETCH ENGLISH

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

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

Course	Title	Units
<b>First Semester</b>		
ECON 101	Introduction to Microeconomic Analysis (Major Core, D1)	3
ENG 104	Writing the First Year: Finding Your Voice Stretch I <sup>1</sup>	3
Major Core: College-Level Drawing or Fashion Illustration Course		3
GE Area A <sup>2</sup>		3
GE Area D		3
Units		15
<b>Second Semester</b>		
ECON 102	Introduction to Macroeconomic Analysis (Major Core, D1)	3
ENG 105	Writing the First Year: Finding Your Voice Stretch II (A2) <sup>1</sup>	3
GE Area A		3
GE Area B: Quantitative Reasoning (B4) <sup>3</sup>		3
B4 Support Course <sup>3</sup>		2-3
Units		14-15
<b>Third Semester</b>		
ADM 260	Textiles (Major Core, B1)	3
ID 240	Color and Design (Major Core, C1)	3
GE Area C		3
GE Area D		3

GE Area E		3
Units		15
<b>Fourth Semester</b>		
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 <sup>4</sup>		3
GE Area B: Life Science (B2) and Laboratory Science (B3)		4
GE Area C		3
Units		16
<b>Fifth Semester</b>		
ADM 360GW	Fashion, Clothing, and Society - GVAR (Major Core)	3
Major Electives (9 Units Total) - Take One <sup>4</sup>		3
GE Area UD-C: Upper-Division Arts and/or Humanities (Consider SF State Studies Course)		3
SF State Studies or University Elective - Take Two		6
Units		15
<b>Sixth Semester</b>		
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 Social Sciences (Consider SF State Studies Course)		3
SF State Studies or University Elective - Take Two		5
Units		15
<b>Seventh Semester</b>		
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 <sup>4</sup>		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) <sup>5</sup>	3
SF State Studies or University Elective - Take Two		6
	Units	15
	Total Units	120-121

<sup>1</sup> 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.

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

<sup>3</sup> 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/>).

**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)

BUS 354 Starting a Small Business (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 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)

<sup>5</sup> FCS 600 serves as the major's capstone experience.