BACHELOR OF SCIENCE IN APPAREL DESIGN AND MERCHANDISING

The Apparel Design and Merchandising program creates an educational and experiential foundation for diverse professional careers in the globally interdependent apparel industry. Students explore human behavior, social problems, and environmental concerns, interpreting influences and outcomes through apparel design and merchandising. Two emphases are offered:

1. Apparel Design
2. Fashion Merchandising.

Students will understand and apply knowledge about the roles and functions of various industry sectors in which textiles and sewn products are developed, produced, marketed, sold, and consumed, including design, construction, sourcing, manufacturing, marketing, and merchandising processes. A common core of classes enables students to develop a consumer and socially conscious approach to the textile and apparel industry and a basic knowledge of the field including career opportunities, terminology, and professional practices as applied to the industry.

Application Filing Period

The Apparel Design and Merchandising program is impacted, which means there are more applications than capacity. Transfer student applications for admission to this major are accepted by the University’s Office of Undergraduate Admissions only during the application filing period of October 1 to November 30 (for admission the following fall). No late applications or applications for spring will be considered. Both new transfer and on-campus students wishing to change majors are required to submit an additional departmental application. See the departmental website http://cfsd.sfsu.edu for supplemental program application and exact deadline in January.

Mandatory Advising

The program offers all ADM majors the ability to work with an advisor to prepare a Graduation Plan, an outline of course sequence. Students who wish credits earned at another institution to be accepted in lieu of courses offered for the major at SF State must obtain acceptance from their advisor and the department chair.

Writing Competence

Good writing skills are necessary for success in the major. Second-year written composition (ENG 214 or equivalent) with a grade of C– or better is required to take ADM 360GW, the beginning of the sequence of upper division ADM courses, which fulfills the GWAR requirement.

The major includes 15 units of prerequisite work and 43 units of advanced courses. Within the 43 units, all students take 22 units of core courses and 21 units in one emphasis: apparel design or fashion merchandising. A prescribed sequence of courses must be adhered to as some classes are offered only in the fall or spring semesters. Students should consult course descriptions in this Bulletin for prerequisites. All major courses must be passed with a letter grade of C– or better. CR/NC is not allowed.

Apparel Design and Merchandising (B.S.) – 58 units

ADM Prerequisites (15 units)

Select a college level drawing or fashion illustration class 3
ECON 101 Introduction to Microeconomic Analysis 3
ECON 102 Introduction to Macroeconomic Analysis 3
ID 240 Color and Design 3
PSY 200 General Psychology 3

Core Requirements (22 units)

(must be passed with a C– or better; CR/NC is not allowed)

ADM 260 Textiles 3
ADM 265 Introduction to the Fashion Industry 3
ADM 360GW Fashion, Clothing, and Society - GWAR 3
ADM 365 Textile Laboratory 1
ADM 560 Textiles and Apparel in the World Marketplace 3
ADM 561 Culture and Historical Costume 3
ADM 665 Product Development for Apparel 3
CFS 600 Professional Development 3

Emphasis Chosen from Emphases Listed Below (21 units)

Apparel Design Emphasis

ADM 261 Apparel Construction 3
ADM 361 Apparel Design I: Flat Pattern 3
ADM 362 Apparel Design II: Draping 3
ADM 661 Advanced Apparel Design Problems 3
Select nine units from the electives below 9

Fashion Merchandising Emphasis

ADM 369 Fashion Merchandising and Buying 3
ADM 466 Computer Applications in Clothing and Textile Industry 3
ADM 566 Fashion and the Consumer 3
ADM 569 Visual Merchandising and Promotion 3
Select nine units from the electives below, must include three units of MKTG prefixed courses 9

Sample Listing of Electives for Both Emphases

ACCT 100 Introduction to Financial Accounting 3
ACCT 101 Introduction to Managerial Accounting 3
ADM 262 Fashion Illustration (cannot be counted as elective if used as prerequisite) 3
ADM/ID 300 Designers of the 20th/21st Centuries 3
ADM/ID 366 Forecasting Apparel and Interior Design Trends 3
ART 222 Introduction to Textile Art 3
ART 422 Weaving I - Beginning 3
ART 424 Surface Design Studio 3
CFS 543 Sustainability in the Textile, Housing, and Food Industries 3
CFS 657 New York Fashion Study Tour 3
CFS 685 Projects in Teaching of Consumer and Family Studies/Dietetics 3
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Area Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBUS 330</td>
<td>International Business and Multicultural Relations</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IBUS 430</td>
<td>Import-Export Management and Small Business Operations</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ISYS 263</td>
<td>Introduction to Information Systems</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MGMT 354</td>
<td>Starting a Small Business</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MGMT 405</td>
<td>Introduction to Management and Organizational Behavior</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MKTG 431</td>
<td>Principles of Marketing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MKTG 433</td>
<td>Personal Selling</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Retail Management</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MKTG 469</td>
<td>Digital Marketing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Select any ADM course in the alternate emphasis</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### General Education Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral Communication</td>
<td>LD</td>
<td>3</td>
<td>A1</td>
</tr>
<tr>
<td>Written English Communication</td>
<td>LD</td>
<td>3</td>
<td>A2</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>LD</td>
<td>3</td>
<td>A3</td>
</tr>
<tr>
<td>Written English Communication</td>
<td>LD</td>
<td>3</td>
<td>A4</td>
</tr>
<tr>
<td>Physical Science</td>
<td>LD</td>
<td>3</td>
<td>B1</td>
</tr>
<tr>
<td>Life Science</td>
<td>LD</td>
<td>3</td>
<td>B2</td>
</tr>
<tr>
<td>Lab Science</td>
<td>LD</td>
<td>1</td>
<td>B3</td>
</tr>
<tr>
<td>Mathematics/Quantitative Reasoning</td>
<td>LD</td>
<td>3</td>
<td>B4</td>
</tr>
<tr>
<td>Arts</td>
<td>LD</td>
<td>3</td>
<td>C1</td>
</tr>
<tr>
<td>Arts or Humanities</td>
<td>LD</td>
<td>3</td>
<td>C1 or C2</td>
</tr>
<tr>
<td>Humanities: Literature</td>
<td>LD</td>
<td>3</td>
<td>C3</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>LD</td>
<td>3</td>
<td>D1</td>
</tr>
<tr>
<td>Social Sciences: US History</td>
<td>LD</td>
<td>3</td>
<td>D2</td>
</tr>
<tr>
<td>Social Sciences: US &amp; CA Government</td>
<td>LD</td>
<td>3</td>
<td>D3</td>
</tr>
<tr>
<td>Lifelong Learning and Self-Development (LLD)</td>
<td>LD or UD</td>
<td>3</td>
<td>E</td>
</tr>
<tr>
<td>Physical and/or Life Science</td>
<td>UD</td>
<td>3</td>
<td>UD-B</td>
</tr>
<tr>
<td>Arts and/or Humanities</td>
<td>UD</td>
<td>3</td>
<td>UD-C</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>UD</td>
<td>3</td>
<td>UD-D</td>
</tr>
</tbody>
</table>

**SF State Studies**

Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), in a major or minor, or an elective.

**Environmental Sustainability (ES)**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Perspectives (GP)</td>
<td>LD or UD</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Social Justice (SJ)</td>
<td>LD or UD</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Note: LD = Lower Division; UD = Upper Division.

### First-Time Student Roadmap

#### Apparel Design Emphasis

The Apparel Design Emphasis Roadmap will open in a new tab. ([bulletin.sfsu.edu/colleges/health-social-sciences/consumer-family-studies-dietetics/bs-apparel-design-merchandising/apparel-design-roadmap.html](bulletin.sfsu.edu/colleges/health-social-sciences/consumer-family-studies-dietetics/bs-apparel-design-merchandising/apparel-design-roadmap.html))

#### Fashion Merchandising Emphasis

The Fashion Merchandising Emphasis Roadmap will open in a new tab. ([bulletin.sfsu.edu/colleges/health-social-sciences/consumer-family-studies-dietetics/bs-apparel-design-merchandising/fashion-merchandising-roadmap.html](bulletin.sfsu.edu/colleges/health-social-sciences/consumer-family-studies-dietetics/bs-apparel-design-merchandising/fashion-merchandising-roadmap.html))

### General Advising Information for Transfer Students

1. Before transfer, complete as many lower division requirements or electives for this major as possible.
2. The following courses are not required for admission, but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
   - a course in U.S. History
   - a course in U.S. & California Government
   - a 2nd-semester course in written English composition

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit [http://www.assist.org](http://www.assist.org). Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower division major requirements for this major, including 2nd-semester composition;

Remedial courses are not transferable and do not apply to the minimum 60 units/90 quarters required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper division transfer (for example, if course was not passed on the first attempt, or was taken to earn a better grade).

Before leaving the last California community college of attendance, obtain a summary of completion of lower division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this
certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken. Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP.

Students pursuing majors in science, technology, engineering and mathematics (STEM) disciplines often defer 6-9 units of lower division general education in areas C and D until after transfer in order to focus on preparation courses for the major. (This advice does not apply to students pursuing associate degree completion before transfer.)

Transferring from institutions other than CCCs or CSUs

Review SF State’s lower division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses that fulfill the remaining areas of SF State’s lower division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (GE A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL.

Identify and complete a 2nd-semester written English composition course before transfer. This is usually the next course after the typical “freshman comp” course, with a focus on writing, reading and critical analytical skills for academic purposes, and developing skills in composing, revising, and the use of rhetorical strategies.

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.

All students must meet the transfer eligibility requirements outlined below for admission. For more information, visit the Undergraduate Admissions section.

• Complete 60 or more transferable semester units or 90 or more quarter units
• Earn a college grade point average of 2.00 or better in all transferable courses. Non-local area residents may be held to a higher GPA standard.
• Be in good standing at the last college or university attended
• Complete 30 semester units (45 quarter units) of general education, including four basic skills courses:
  a. One course in oral communication (same as CSU GE area A1)
  b. One course in written composition (same as CSU GE area A2)
  c. One course in critical thinking (same as CSU GE area A3)
  d. One course in mathematics or quantitative reasoning, with intermediate algebra as a prerequisite (same as CSU GE area B4)
• The four basic skills courses and a minimum of 60 transferable semester units (90 quarter units) must be completed by the spring semester prior to fall admission, or by the fall semester prior to spring admission. Earn a “C” or better grade in each basic skills course.