**Bachelor of Science in Apparel Design and Merchandising: Fashion Merchandising Emphasis 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>
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</tr>
<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Major Prerequisite: College-Level Drawing Course (See Art or Design Courses)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
<td>3</td>
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<tr>
<td></td>
<td>GE Area A: Written English Communication (A2)</td>
<td>3</td>
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<tr>
<td></td>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
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<tr>
<td><strong>Units</strong></td>
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<tr>
<td><strong>Second Semester</strong></td>
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<tr>
<td>ECON 102</td>
<td>Introduction to Macroeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MATH 110</td>
<td>Business Calculus</td>
<td>3</td>
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<tr>
<td></td>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
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<tr>
<td></td>
<td>GE Area A: Written English Communication II (A4)</td>
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<tr>
<td></td>
<td>or Written English Communication (A2) Stretch II</td>
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<td>SF State Studies or University Elective</td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td><strong>Third Semester</strong></td>
<td></td>
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</tr>
<tr>
<td>ID 240</td>
<td>Color and Design</td>
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<tr>
<td></td>
<td>GE Area A: Written English Communication II (A4) if not already satisfied</td>
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<td></td>
<td>or SF State Studies or University Elective</td>
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<tr>
<td></td>
<td>GE Area C: Humanities: Literature (C3)</td>
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<tr>
<td></td>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
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<tr>
<td></td>
<td>SF State Studies or University Elective</td>
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<tr>
<td><strong>Units</strong></td>
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<tr>
<td><strong>Fourth Semester</strong></td>
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<tr>
<td>PSY 200</td>
<td>General Psychology</td>
<td>3</td>
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<tr>
<td></td>
<td>GE Area B: Physical Science (B1) and Laboratory Science (B3)</td>
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</tr>
<tr>
<td></td>
<td>GE Area C: Arts (C1) or Humanities (C2)</td>
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<tr>
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<td>SF State Studies or University Elective</td>
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<tr>
<td><strong>Units</strong></td>
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<td>14</td>
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<tr>
<td><strong>Fifth Semester</strong></td>
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<tr>
<td>ADM 260</td>
<td>Textiles</td>
<td>3</td>
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<tr>
<td>ADM 360GW</td>
<td>Fashion, Clothing, and Society - GWAR</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Major Electives (9 Units Total) – Take One</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GE Area UD–C: Upper Division Arts and/or Humanities (Consider SF State Studies Course)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>SF State Studies or University Elective</td>
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</tr>
<tr>
<td><strong>Units</strong></td>
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<td>15</td>
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<tr>
<td><strong>Sixth Semester</strong></td>
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</tr>
<tr>
<td>ADM 265</td>
<td>Introduction to the Fashion Industry</td>
<td>3</td>
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</tbody>
</table>
### Bachelor of Science in Apparel Design and Merchandising: Fashion Merchandising Emphasis Roadmap

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM 365</td>
<td>Textile Laboratory</td>
<td>1</td>
</tr>
<tr>
<td>ADM 369</td>
<td>Fashion Merchandising and Buying</td>
<td>3</td>
</tr>
<tr>
<td>ADM 466</td>
<td>Computer Applications in Clothing and Textile Industry</td>
<td>3</td>
</tr>
</tbody>
</table>

**Major Electives (9 units total) — Select 3 Units of Marketing:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MKTG 431</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>MKTG 433</td>
<td>Personal Selling</td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Retail Management</td>
</tr>
<tr>
<td>MKTG 469</td>
<td>Digital Marketing</td>
</tr>
</tbody>
</table>

**GE Area UD–D: Upper Division Social Sciences (Consider SF State Studies Course)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
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### Seventh Semester

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ADM 561</td>
<td>Culture and Historical Costume</td>
<td>3</td>
</tr>
<tr>
<td>ADM 566</td>
<td>Fashion and the Consumer</td>
<td>3</td>
</tr>
<tr>
<td>ADM 665</td>
<td>Product Development for Apparel</td>
<td>3</td>
</tr>
</tbody>
</table>

**Major Electives (9 Units Total) — Take One**

**GE Area UD–B: Upper Division Physical and/or Life Sciences (Consider SF State Studies Course)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
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### Eighth Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ADM 560</td>
<td>Supply Chain Management in the Textile &amp; Apparel World Marketplace</td>
<td>3</td>
</tr>
<tr>
<td>ADM 569</td>
<td>Visual Merchandising and Promotion</td>
<td>3</td>
</tr>
<tr>
<td>CFS 600</td>
<td>Professional Development</td>
<td>3</td>
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</tbody>
</table>

**SF State Studies or University Elective – Take Two**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>6</td>
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</tbody>
</table>

**Total Units**

- **120 Units**

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

2. 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.

3. MATH 60 and/or MATH 70 are required prerequisites to MATH 110 unless you score 50 or higher on ELM or have an ELM exemption.

4. **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)
   - ADM 300/ID 300 Designers of the 20th/21st Centuries (3 units)
   - ADM 366/ID 366 Forecasting Apparel and Interior Design Trends (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 436 Retail Management (3 units)
   - MKTG 469 Digital Marketing (3 units)

4. Select any ADM course in the alternate emphasis

5. CFS 600 serves as major's capstone experience.