# 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>
<td></td>
</tr>
<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>(Major Prerequisite: College-Level Drawing Course (See Art or Design Courses))</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Written English Communication (A2)</td>
<td></td>
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</tr>
<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
<td></td>
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</tr>
<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
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<tr>
<td><strong>Second Semester</strong></td>
<td></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>
</tr>
<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
<td></td>
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</tr>
<tr>
<td>GE Area A: Written English Communication II (A4)</td>
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<td>3</td>
</tr>
<tr>
<td>or Written English Communication (A2) Stretch II</td>
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</tr>
<tr>
<td>SF State Studies or University Elective</td>
<td></td>
<td>3</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>
<td></td>
</tr>
<tr>
<td>ID 240</td>
<td>Color and Design</td>
<td>3</td>
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<tr>
<td>GE Area A: Written English Communication II (A4) if not already satisfied</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>or SF State Studies or University Elective</td>
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<td></td>
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<tr>
<td>GE Area C: Humanities: Literature (C3)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>SF State Studies or University Elective</td>
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<td>3</td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
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<tr>
<td><strong>Fourth Semester</strong></td>
<td></td>
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<tr>
<td>PSY 200</td>
<td>General Psychology</td>
<td>3</td>
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<tr>
<td>GE Area B: Physical Science (B1) and Laboratory Science (B3)</td>
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<td>4</td>
</tr>
<tr>
<td>GE Area C: Arts (C1) or Humanities (C2)</td>
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<td>3</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>ADM 360GW</td>
<td>Fashion, Clothing, and Society - GWAR</td>
<td>3</td>
</tr>
<tr>
<td>Major Electives (9 Units Total) – Take One</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>GE Area UD–C: Upper Division Arts and/or Humanities (Consider SF State Studies Course)</td>
<td></td>
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</tr>
<tr>
<td>SF State Studies or University Elective</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Units</strong></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td><strong>Sixth Semester</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADM 265</td>
<td>Introduction to the Fashion Industry</td>
<td>3</td>
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</tbody>
</table>
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<tr>
<th>Course Code</th>
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</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>
<tr>
<td>Major Electives (9 units total) – Select 3 Units of Marketing:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 431</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 433</td>
<td>Personal Selling</td>
<td></td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Retail Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 469</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>GE Area UD–D: Upper Division Social Sciences (Consider SF State Studies Course)</td>
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Seventh Semester

<table>
<thead>
<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>
<tr>
<td>Major Electives (9 Units Total) – Take One</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE Area UD–B: Upper Division Physical and/or Life Sciences (Consider SF State Studies Course)</td>
<td>3</td>
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Eighth Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</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>
</tr>
<tr>
<td>SF State Studies or University Elective – Take Two</td>
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</tbody>
</table>

Total Units 120

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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)
   - Select any ADM course in the alternate emphasis

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