

BACHELOR OF SCIENCE IN APPAREL DESIGN AND MERCHANDISING: CONCENTRATION IN MERCHANDISING ROADMAP – QUANTITATIVE REASONING CATEGORY I/II AND ENG 114

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
First Semester		
ADM 265	Introduction to the Fashion Industry (Major Core)	3
ECON 101	Introduction to Microeconomic Analysis (Major Core, D1)	3
ENG 114	Writing the First Year: Finding Your Voice (A2) ¹	3
GE Area A ²		3
SF State Studies or University Elective		3
Units		15
Second Semester		
ID 240	Color and Design (Major Core, C1)	3
GE Area A		3
GE Area B: Quantitative Reasoning (B4) ³		3
GE Area E		3
SF State Studies or University Elective		3
Units		15
Third Semester		
ADM 260	Textiles (Major Core, B1)	3
ECON 102	Introduction to Macroeconomic Analysis (Major Core, D1)	3
Major Electives (9 Units Total) - Take One ⁴		3
GE Area C		3
GE Area D: U.S. History (D2)		3
Units		15

Fourth Semester

PSY 200	General Psychology (Major Core, D1)	3
Major Core: College-Level Drawing or Fashion Illustration Course		3
Major Electives (9 Units Total) - Take One ⁴		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 - GVAR (Major Core)	3
Major Electives (9 Units Total) - Take One ⁴		3
GE Area F [±]		3
U.S. and California Government (http://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg)		3
GE Area UD-D: Upper-Division Social Sciences (Consider SF State Studies Course)		3
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-C: Upper-Division Arts and/or Humanities (Consider SF State Studies Course)		3
SF State Studies or University Elective		4
Units		14

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
GE Area UD-B: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course)		3
SF State Studies or University Elective		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) ⁵	3
SF State Studies or University Elective - Take Two		6
Units		15
Total Units		120

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 the **SF State Studies** (AERM, GP, ES, SJ) requirements within your GE or major.

³ To determine the best B4 course option, students should complete the online advising activity at mathadvising.sfsu.edu (<https://mathadvising.sfsu.edu/>). Questions? Contact Gator Smart Start. (<https://gatorsmartstart.sfsu.edu/>)

⁴ **Major Electives (9 units)**
 Select 9 units from the list below. 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 261 Apparel Construction (3 units)
 ADM 262 Fashion Illustration (3 units)
 ADM 300/ID 300 Designers of the 20th and 21st Centuries (3 units)
 ADM 361 Apparel Design I: Flat Pattern (3 units)
 ADM 362 Apparel Design II: Draping (3 units)
 ADM 366/ID 366 Forecasting Apparel and Interior Design Trends (3 units)
 ADM 661 Advanced Apparel Design (3 units)
 ADM 675 Variable Topics in Apparel Design (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)
 ART 527 Repeat Pattern for Fine Art (3 units)
 BUS 354 Starting a Small Business (3 units)
 DES 221 Introduction to 3D Digital Design (3 units)
 DES 222 Introduction to 2D Digital Design (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)
 JOUR 235 Photojournalism I (3 units) (C1)
 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.

± Given catalog rights, fall 2022 transfer students do not need to complete an Area F course.