

BACHELOR OF SCIENCE (BS) IN APPAREL DESIGN AND MERCHANDISING

Major Code: 710A

2012-2013

**Department of Family and Consumer Sciences
Reich College of Education**

Dr. Nancy Oliver, Coordinator
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I. GENERAL EDUCATION 44

II. MAJOR REQUIREMENTS 69

A minimum GPA of "C-" (1.7) is required in each F&CS course; however, an overall 2.0 must be obtained to graduate. 18 sh must be completed at Appalachian.

Family & Consumer Sciences Courses (57 sh)

- FCS 1000____(3) Apparel & Consumer Behavior
- FCS 1001____(3) Apparel Construction
- FCS 1400____(1) Professional Orientation
- FCS 2000____(3) Consumer Textiles
- FCS 2002____(1) Drawing for Apparel
- FCS 2011____(3) Flat Pattern Design (Prerequisites: FCS 1001, FCS 2000)
- FCS 2050____(3) CAD for Apparel Design and Merchandising (Prerequisites: FCS 1001, FCS 2000, FCS 2011)
- *FCS 2103____(3) Family Development: Origins & Movement (Gen Ed theme: LtoG: Orig. & Migrations)
- FCS 3002____(3) Apparel Design & Production (Co-requisite: FCS 4060. Prerequisites: FCS 2011, FCS 2050)
- FCS 3003____(3) Fashion Merchandising (Prerequisite: FCS 2000)
- FCS 3010____(3) History of Apparel
- FCS 4000____(3) Principles of Aesthetics for Apparel (Prerequisites: FCS 2000, FCS 2002, FCS 2050, ART 1011)
- FCS 4002____(3) Visual Merchandising, Display and Promotion (Prerequisites: FCS 2002, FCS 3003)
- FCS 4003____(3) Fashion Buying & Retail Math (Prerequisites: FCS 3003, ACC 1050)
- FCS 4004____(3) Merchandise Mgt: Principles & Practices (Prerequisites: FCS 4000, FCS 4003)
- FCS 4060____(3) Illustration & Portfolio (Co-req: FCS 3002, Pre/Co-req: FCS 4400. Prereqs: FCS 4000, MKT 3240)
- FCS 4400____(1) Professional Seminar (WID) (Prerequisites: FCS 1400, senior standing, or instructor permission)
- FCS 4450____(2) Contemporary Issues in F&CS (Prerequisites: FCS 1400, FCS 2103, jr/sr level standing)
- FCS 4900____(10) Internship (CAP) (**See page 326 of the ASU Undergraduate Bulletin**)

Other Related Areas (12 sh)

- ART 1011____(3) or 1001____(3) Design Fundamentals I or Foundations I (Prerequisite: portfolio review)
- ART 2601____(3) or ART 2008____(3) Textile Design or Fibers: Materials & Processes (Prerequisites: ART 1001, ART 1002, ART 1003)
- COM 2101____(3) Public Speaking
- *PSY 1200____(3) Psychology: Hist., Soc., & Sci. Fdns. (**Gen Ed themes: H&S: Individual & Society; Mind**)

III. MINOR REQUIRED IN MARKETING 18

An overall 2.0 GPA is required/9 sh must be completed at Appalachian

Marketing Minor

- *ECO 2030____(3) Principles of Economics-Price Theory (**Gen Ed theme: H&S: This American Life**)
- ACC 1050____(3) Survey of Accounting
- MKT 3050____(3) Principles of Marketing "C" (2.0) minimum required (Prerequisite: ECO 2030)
- MKT 3240____(3) Integrated Marketing Communications (Prerequisite: MKT 3050 with "C" minimum)

Choose 2 marketing electives (6 sh) from:

- MKT 3052____(3) Professional Selling (**Prerequisite: MKT 3050 with "C" minimum**)
- MKT 3210____(3) Retail Management (**Prerequisite: MKT 3050 with "C" minimum**)
- MKT 3220____(3) Sales Management (**Prerequisite: MKT 3050 with "C" minimum**)
- MKT 3230____(3) Business-to-Business Marketing (**Prerequisite: MKT 3050 with "C" minimum**)
- MKT 3260____(3) Managing Distribution Channels (**Prerequisite: MKT 3050 with "C" minimum**)
- MKT 3530-49____(3) Selected Topics (Prerequisites: MKT 3050 with "C" minimum)
- MKT 3900____(6) Internship (Only 3 sh may be used) (Prerequisites: **MKT 3050 with "C" minimum**, ECO 2200, and permission of department chair and internship coordinator)
- MKT 4550____(3) International Marketing (**Prerequisite: MKT 3050 with "C" minimum**)
- MKT 4610____(3) Consumer Behavior (**Prerequisite: MKT 3050 with "C" minimum**)
- MKT 4620____(3) Marketing Research (Prerequisites: MKT 3050 with "C" minimum, ECO 2200 and senior standing)

IV. FREE ELECTIVES (to total a minimum of 128 sh) 3

2 sh of free electives outside the major discipline are required. 134

*NOTE: FCS 2103 taken for the major may count toward General Education. PSY 1200 - up to 6
or ECO 2030, but not both, may count toward General Education (up to 6 sh) 128