BACHELOR OF SCIENCE (BS) IN APPAREL DESIGN AND MERCHANDISING
Major Code: 710A
2014-2015 (Revised: 04/01/15)
Department of Family and Consumer Sciences
Reich College of Education
Dr. Nancy Oliver, Coordinator
oliverma@appstate.edu

I. GENERAL EDUCATION ................................................................. 44

II. MAJOR REQUIREMENTS ............................................................. 69

An overall GPA of 2.0 and C (2.0) or better is required in all major courses. 18 sh in the major 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 1001 (3) Foundations I
ART 2601 (3) or ART 2008 (3) Textile Design or Fibers: Materials & Processes (Prerequisites: ART 1001 and ART 1003 or ART 1020 or ART 1021)
COM 2101 (3) Public Speaking

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.

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