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 oliverna@appstate.edu

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 - up to	<u>l.</u>	GENERAL EDUCAT	<u>ION</u>
An overall CPA of 2 and C (2 0) or better is required in all major courses. 18 sh in the major must be completed at Appalachian. Eamily & Consumer Sciences Courses (57 sh) FCS 1000 (3) Apparel & Consumer Behavior FCS 1001 (3) Apparel Construction FCS 1400 (1) Professional Orientation FCS 1400 (1) Professional Orientation FCS 2000 (3) Consumer Textiles FCS 2001 (3) Drawing for Apparel FCS 2011 (3) Flat Pattern Design (Prerequisites: FCS 1001, FCS 2000) FCS 2050 (3) CAD for Apparel Design (Prerequisites: FCS 1001, FCS 2000) FCS 2050 (3) Family Development: Origins & Movement (6en Editheme: LtoG: Orig. & Migrations) FCS 3003 (3) Family Development: Origins & Movement (6en Editheme: LtoG: Orig. & Migrations) FCS 3003 (3) Family Development: Origins & Movement (6en Editheme: LtoG: Orig. & Migrations) FCS 3003 (3) Family Development: Origins & Movement (6en Editheme: LtoG: Orig. & Migrations) FCS 3003 (3) Family Development: Origins & Movement (6en Editheme: LtoG: Orig. & Migrations) FCS 3003 (3) Family Development: Origins & Movement (6en Editheme: LtoG: Orig. & Migrations) FCS 3003 (3) Family Development: Origins & Movement (6en Editheme: LtoG: Orig. & Migrations) FCS 4000 (3) Principles of Aesthatics for Apparel (Prerequisites: FCS 200), FCS 2011, FCS 2050, FCS 2011, FCS 2050) FCS 4003 (3) Fashion Marchandising (Prerequisites: FCS 2000, FCS 2002, FCS 3003) FCS 4004 (3) Micrchandise Mgt. Principles & Practices (Prerequisites: FCS 4000, FCS 4003) FCS 4004 (3) Micrchandise Mgt. Principles & Practices (Prerequisites: FCS 4000, FCS 4003) FCS 4004 (1) Professional Seminar (WID) (Prarequisites: FCS 1400, FCS 2010, Jirst level standing) FCS 4000 (1) Professional Seminar (WID) (Prarequisites: FCS 1400, FCS 2010, Jirst level standing) FCS 4000 (1) 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) Franciples of Marketing (Prerequisites: FCS 1400, FCS 2010, Jirst level standing) FCS 4000 (3) Principles of Marketing (FC 400, FC	П	MA JOR REOUIREM	FNTS 69
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FCS 1400			• •
FCS 2002		,	• •
FCS 2001			
FCS 2011			
FCS 2050		,	
*FCS 2103			
FCS 3002		•	
FCS 3003 (3) Fashion Merchandising (Prerequisite: FCS 2000) FCS 3010 (3) Flistory 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 4004 (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 4000, 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) Psychology: Hist., Soc., & Sci. Fdns. (Gen Ed themes: H&S: Individual & Society; Mind) MINOR REQUIRED IN MARKETING (15 An overall 2.0 GPA is required/9 sh must be completed at Appalachian Marketing Minor FCCO 2030 (3) Principles of Economics-Price Theory (Gen Ed theme: H&S: This American Life) Survey of Accounting MKT 3050 (3) Principles of Marketing Communications (Prerequisite: ECO 2030) MKT 3240 (3) Integrated Marketing Communications (Prerequisite: MKT 3050 with "C" minimum) Choose 2 marketing electives (6 sh) from: MKT 3250 (3) Principles of Marketing Communications (Prerequisite: MKT 3050 with "C" minimum) MKT 3200 (3) Psicsional Selling (Prerequisite: MKT 3050 with "C" minimum) MKT 3200 (3) Business-to-Business Marketing (Prerequisite: MKT 3050 with "C" minimum) MKT 3200 (3) Business-to-Business Marketing (Prerequisite: MKT 3050 with "C" minimum) MKT 350-49 (3) International Marketing (Prerequisite: MKT 3050 with "C" minimum) MKT 350-40 (3) International Marketing (Prer			
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FCS 4000 (3) Principles of Aesthetics for Apparel (Prerequisites: FCS 2000, FCS 2002, FCS 2005, ART 1011) FCS 4002 (3) Visual Merchandising, Display and Promotion (Prerequisites: COS 2002, FCS 3003) FCS 4004 (3) Fashion Buying & Retail Math (Prerequisites: FCS 4006, COS 500) FCS 4004 (3) Merchandise Mgt: Principles & Practices (Prerequisites: FCS 4000, FCS 4003, FCS 4000 (1) Professional Seminar (WID) (Prerequisites: FCS 4000, ECS 4000, MKT 3240) FCS 4400 (1) Professional Seminar (WID) (Prerequisites: FCS 1400, Professional Seminar (WID) (Prerequisites: FCS 1400, FCS 2103, jr/sr level standing) 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 1021) COM 2101 (3) Public Speaking *PSY 1200 (3) Psychology: Hist., Soc., & Sci. Edns. (Gen Ed themes: H&S: Individual & Society; Mind) MINOR REQUIRED IN MARKETING 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 Communications (Prerequisite: MKT 3050 with "C" minimum) Choose 2 marketing electives (6 sh) from: 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) Sales Management (Prerequisite: MKT 3050 with "C" minimum) MKT 350-49 (3) Internship (Only 3 sh may be used) (Prerequisite: MKT 3050 with "C" minimum) MKT 4550 (3) Internship (Only 3 sh may be used) (Prerequisite: MKT 3050 with "C" minimum) MKT 4610 (3) Marketing Research (Prerequisite: MKT 3050 with "C" minimum) MKT 4620 (3) Marketing Research (Prerequisite: MKT 3050 with "C" minimum) MKT 4610 (3) Marketing Researc		,	
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