

# BS IN FASHION MERCHANDISING AND MANAGEMENT

Units required for Major: 51  
Total units required for BS: 120

## Program Description

The major prepares students for careers in the global fashion industry, including management, marketing, buying, advertisement, promotion, manufacturing, sourcing, distribution, retailing, and many more. The program also emphasizes the contemporary and historical ways of meeting the economic, physiological, aesthetic, psychological, sociological, and cultural needs of consumers relative to fashion products.

## Minimum Grade Requirement

A minimum grade of "C-" is required for all prerequisite courses within and outside the Department.

## Program Requirements

Code	Title	Units
<b>Required Core Courses (18 Units)</b>		
ECON 1A or PHOT 11	Introduction to Macroeconomic Analysis <sup>1</sup> Digital Photography I	3
ECON 1B or GPHD 5	Introduction to Microeconomic Analysis <sup>1</sup> Introduction to Graphic Design	3
FASH 30	Fashion and Human Environment <sup>1</sup>	3
FASH 31	Science of Textile	3
FASH 32	Fundamentals of Apparel Production	3
MATH 24 or STAT 1	Modern Business Mathematics <sup>1</sup> Introduction to Statistics	3
<b>Required Upper Division Courses (30 Units)</b>		
FACS 100	Research: Methods and Application in Family and Consumer Sciences	3
FACS 168	Senior Seminar	3
FASH 130	History Of Western Fashion	3
FASH 131	Quality Analysis: Apparel	3
FASH 134	Introduction to Fashion Industry	3
FASH 135	Merchandise Buying	3
FASH 136	Fashion Retailing	3
FASH 139	Textiles and Apparel in the Global Economy	3
FASH 146	Fashion Entrepreneurship	3
MKTG 101	Principles Of Marketing	3
<b>Elective Upper Division Courses (Select one from the following three courses)</b>		
FASH 133	Creative Principles of Apparel Design	
FASH 137	Clothing, Society, and Culture	
FASH 148	Fashion Law	
<b>Total Units</b>		<b>51</b>

<sup>1</sup> Course also satisfies General Education (GE)/Graduation Requirement.

## General Education Requirements <sup>1</sup>

Code	Title	Units
<b>Area A: Basic Subjects (9 Units)</b>		
A1	Oral Communication	3
A2	Written Communication	3
A3	Critical Thinking	3
<b>Area B: Physical Universe and Its Life Forms (10 Units)</b>		
B1	Physical Science	3
B2	Life Forms	3
B3	Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)	1
B4	Math Concepts <sup>2</sup>	0
B5	Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.	3
<b>Area C: Arts and Humanities (9-12 Units)</b>		
C1	Arts <sup>2,3,4</sup>	0-3
C2	Humanities	3
C1/C2	Area C Course	3
C1/C2	Area C Course - Take upper-division course to complete Area & upper division requirements.	3
<b>Area D: The Individual and Society (3 Units)</b>		
	Area D Course	3
	Area D Course <sup>2</sup>	0
	Area D Course - Take upper-division course to complete Area & upper division requirements.	0
<b>Area E: Understanding Personal Development (3 Units)</b>		
	Area E Course	3
<b>Area F: Ethnic Studies</b>		
	Area F Course	
<b>Total Units</b>		<b>34-37</b>

<sup>1</sup> To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

**Note:** There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email ([advising@csus.edu](mailto:advising@csus.edu)).

<sup>2</sup> Required in Major; also satisfies GE.

<sup>3</sup> Department offers students an "OR" option for ECON 1A and PHOT 11:

- If student chooses to take ECON 1A, they will meet one area of Area D and will still be required to complete an Area C1 course.
- If student chooses to take PHOT 11, they will meet Area C1 and will not need this area of Area D which is met through FACS 30.

<sup>4</sup> Department offers students an "OR" option for ECON 1B and GPHD 5:

- If student chooses to take ECON 1B, they will meet one area of Area D and will still be required to complete an Area C1 course.

- If student chooses to take GPHD 5, they will meet Area C1 and will not need this area of Area D which is met through FASH 30.

## Graduation Requirements<sup>1</sup>

Code	Title	Units
<b>Graduation Requirements (required by CSU) (9 Units)</b>		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI)		3
<b>Graduation Requirements (required by Sacramento State) (12 Units)</b>		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement <sup>2</sup>		6

<sup>1</sup> To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

**Note:** There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email ([advising@csus.edu](mailto:advising@csus.edu)).

<sup>2</sup> If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html> (<https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>)

The following roadmaps are sample planning resources. Please consult your academic advisor and Academic Catalog for graduation requirements as you develop your individualized academic plan.

## Fashion Merchandising and Management, BS: 4-Year Roadmap

Course	Title	Units
<b>Year 1</b>		
<b>First Semester</b>		
FASH 31	Textile Science: Fibers and Fabrics	3
GE Area 1C - Oral Communication <sup>2</sup>		3
GE Area 6 - Ethnic Studies <sup>2</sup>		3
GR American Institutions (US History) <sup>2</sup>		3
Elective of Choice		3
<b>Units</b>		<b>15</b>
<b>Second Semester</b>		
FASH 30	Fashion and Human Environment	3
MATH 24 or STAT 1	Modern Business Mathematics <sup>3</sup> or Introduction to Statistics	3
GE Area 1A - English Composition <sup>2</sup>		3
GE Area 3A - Arts <sup>2</sup>		3
Elective of Choice		3
<b>Units</b>		<b>15</b>

### Year 2

#### First Semester

ECON 1A or PHOT 11	Introduction to Macroeconomic Analysis <sup>3</sup> or Digital Photography I	3
ENGL 20	College Composition II	3
FASH 32	Apparel Construction 1: Fundamentals	3
GE Area 1B - Critical Thinking <sup>2</sup>		3
GE Area 5B - Biological Science <sup>2</sup>		3
GE Area 5C - Laboratory <sup>2</sup>		1
<b>Units</b>		<b>16</b>

#### Second Semester

ECON 1B or GPHD 5	Introduction to Microeconomic Analysis <sup>3</sup> or Introduction to Graphic Design	3
FACS 100	Research Methods	3
Upper Division GE Area 3 - Arts or Humanities <sup>2</sup>		3
Foreign Language Semester 1 <sup>2</sup>		4
Elective of Choice		3
<b>Units</b>		<b>16</b>

### Year 3

#### First Semester

FASH 134	Introduction to Fashion Industry	3
MKTG 101	Principles Of Marketing	3
Upper Division GE Area 5 or 2 - Science or Mathematical Concepts/Quantitative Reasoning <sup>2</sup>		3
Foreign Language Semester 2 <sup>2</sup>		4
GR American Institutions (GOVT) <sup>2</sup>		3
<b>Units</b>		<b>16</b>

#### Second Semester

FASH 130	History Of Western Fashion	3
FASH 131	Quality Analysis: Apparel	3
FASH 139	Textiles and Apparel in the Global Economy	3
Writing Intensive <sup>2</sup>		3
Elective of Choice		3
<b>Units</b>		<b>15</b>

### Year 4

#### First Semester

FASH 135	Merchandise Buying	3
FASH 146	Fashion Entrepreneurship	3
Fashion Merchandising and Management Elective <sup>3</sup>		3
Elective of Choice		3
Elective of Choice		3
<b>Units</b>		<b>15</b>

#### Second Semester

FACS 168	Senior Seminar	3
FASH 136	Fashion Retailing	3
Upper Division GE Area 4 - Social & Behavioral Sciences <sup>2</sup>		3
GE Area 3B - Humanities <sup>2</sup>		3
<b>Units</b>		<b>12</b>
<b>Total Units</b>		<b>120</b>

## Fashion Merchandising and Management, BS: 2-Year Roadmap

Course	Title	Units
<b>Year 1</b>		
<b>First Semester</b>		
FASH 134	Introduction to Fashion Industry	3

MKTG 101	Principles Of Marketing	3
Upper Division GE Area 5 or 2 - Science or Mathematical Concepts/Quantitative Reasoning <sup>2</sup>		3
Foreign Language Semester 1 <sup>2</sup>		4
GR American Institutions (GOVT) <sup>2</sup>		3
<b>Units</b>		<b>16</b>
<b>Second Semester</b>		
FASH 130	History Of Western Fashion	3
FASH 131	Quality Analysis: Apparel	3
FASH 139	Textiles and Apparel in the Global Economy	3
Writing Intensive <sup>2</sup>		3
Foreign Language Semester 2 <sup>2</sup>		4
<b>Units</b>		<b>16</b>
<b>Year 2</b>		
<b>First Semester</b>		
FACS 100	Research Methods	3
FASH 135	Merchandise Buying	3
FASH 146	Fashion Entrepreneurship	3
Fashion Merchandising and Management Elective <sup>3</sup>		3
GR American Institutions (US History) <sup>2</sup>		3
<b>Units</b>		<b>15</b>
<b>Second Semester</b>		
FACS 168	Senior Seminar	3
FASH 136	Fashion Retailing	3
Upper Division GE Area 3 - Arts or Humanities <sup>2</sup>		3
Upper Division GE Area 4 - Social & Behavioral Sciences <sup>2</sup>		3
Elective of Choice		3
<b>Units</b>		<b>15</b>
<b>Total Units</b>		<b>62</b>

<sup>1</sup>. Any course not completed in the first semester should be taken in the second or a later semester.

<sup>2</sup>. Please see General Education/Graduation Requirement **course options** ([https://www.csus.edu/academic-affairs/curriculum-%20workflow/\\_internal/\\_documents/program-road-maps/als\\_2yr/art\\_transfer-%20roadmap-2024-25.pdf](https://www.csus.edu/academic-affairs/curriculum-%20workflow/_internal/_documents/program-road-maps/als_2yr/art_transfer-%20roadmap-2024-25.pdf)).

<sup>3</sup>. Please see an academic advisor for elective options.