

LSC Use Only No: LSC Action-Date: UWUCC USE Only No. UWUCC Action-Date: Senate Action Date:  
 02-66 App 2/18/03 App 4/1/03

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person Mary E. Swinker	Email Address swinker@iup.edu
Proposing Department/Unit HDES	Phone 724-357-3778 or 2336

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

- 1. Course Proposals (check all that apply)**  
 New Course                       Course Prefix Change                       Course Deletion  
 Course Revision                       Course Number and/or Title Change                       Catalog Description Change

Current Course prefix, number and full title                      Proposed course prefix, number and full title, if changing

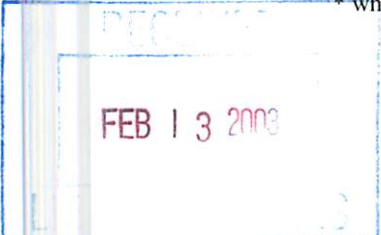
- 2. Additional Course Designations: check if appropriate**  
 This course is also proposed as a Liberal Studies Course.                       Other: (e.g., Women's Studies, Pan-African)  
 This course is also proposed as an Honors College Course.

- 3. Program Proposals**  
 New Degree Program                       Program Title Change                       Program Revision  
 New Minor Program                       New Track                       Other

BS Fashion Merchandising  
Current program name                      Proposed program name, if changing

4. Approvals		Date
Department Curriculum Committee Chair(s)	<i>Sally M. McComb</i>	1-28-03
Department Chair(s)	<i>Smola A. Nelson</i>	1-28-03
College Curriculum Committee Chair	<i>[Signature]</i>	2-10-03
College Dean	<i>[Signature]</i>	2-10-03
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
<b>Additional signatures as appropriate:</b> (include title)		
UWUCC Co-Chairs	<i>Gail S. Sechrist</i>	2/18/03

\* where applicable



**Part II. Description of Curriculum Change**

1. Catalog description for proposed program

**Fashion Merchandising**

The Fashion Merchandising program provides course emphasis in clothing and human behavior, apparel production and analysis, textiles and quality control, apparel distribution, merchandising and promotion, global diversity, historic textiles and apparel, color and aesthetics, and apparel construction. Communications, problem solving, group project organization, professional presentation, and analytical and critical thinking skills are incorporated in course content. The Eberly College of Business and Information Technology complements the Fashion Merchandising major by providing study in one of the three options: Business Administration, Marketing, and Small Business Management.

A cooperative program between IUP and the Fashion Institute of Technology in New York City allows students to study one of seven majors: accessories design, advertising and communications, advertising design, fashion design, manufacturing management, textile/surface design, and textile development and marketing.

Graduates of the Fashion Merchandising program are prepared for entry-level positions such as manufacturer's sales representative, production assistant, ready-to-wear quality control analyst, textile testing laboratory technician, management trainee leading to position of store manager, executive/merchandising trainee leading toward position of buyer/merchandise manager, museum curator assistant, personal color consultant, and personalized shopping specialist for an upscale retail firm.

**Bachelor of Science - Fashion Merchandising**

54

**Liberal Studies:** As outlined in Liberal Studies section with the following specification:

**Mathematics:** MATH 101 or higher level MATH course

**Natural Science:** CHEM 101-102 or SCI 105-106

**Social Sciences:** ECON 121; PSYC 101; GEOG 104 or ANTH 110 or 211

**Liberal Studies Electives:** BTED/COSC/IFMG 101; ECON 122; MATH 214 or 217; no course with FSMR prefix

**Major:**

36

**Required Courses:**

FSMR 110	Introduction to Fashion	3cr
FSMR 112	Fundamentals of Clothing Construction	3cr
FSMR 314	Textiles	3cr
FSMR 350	Apparel Industry I	3cr
FSMR 360	Apparel Industry II	3cr
FSMR 385	Ready-to-Wear Analysis	3cr
FSMR 434	Quality Control in Textiles /W/	3cr
FSMR 456	Historic Costume	3cr
FSMR 480	Seminar in Fashion Merchandising	3cr

**Controlled Electives:**

Three courses from list: FSMR 212, 252, 281, 303,  
FSMR 356, 357, 433, 453, 454, 455, 481, 482, INDS 205 9cr

**Additional Requirements:**

21-24

**Required Courses:**

ACCT 201 Accounting Principles I 3cr  
MKTG 320 Principles of Marketing 3cr  
JRNL 120 or ENGL 310 Journalistic Writing or Public Speaking 3cr

**Students will complete courses in one of the following options:** 12-15cr

*Option 1: Business Administration Minor (15cr)*

ACCT 202, FIN 310, MGMT 310, select two from BTST 321, BLAW 235, IFMG 300

(Note: students must meet all minor requirements listed in catalog)

*Option 2: Marketing (12cr)*

MKTG 321, select three- three credit 400 level Marketing classes

*Option 3: Small Business Management (12cr)*

MGMT 275, 325 (1), select two from MGMT 300, 310, 350, 403 (2)

**Free Electives:**

6-9

**Total Degree Requirements:**

120

(1) Prerequisites to be waived

(2) Student will need to take ACCT 202 and 300

## Part II. Description of Curriculum Change

### 2. Summary of changes

#### A. Tables comparing old and new programs

##### 1) FASHION MERCHANDISING

<b>Current Program</b>	<b>54-56</b>	<b>Proposed Program</b>	<b>54</b>
<b>Liberal Studies:</b> As outlined in Liberal Studies section with the following specifications:		<b>Liberal Studies:</b> As outlined in Liberal Studies section with the following specifications:	
<b>Mathematics:</b> MATH 101 or higher level MATH course		<b>Mathematics:</b> MATH 101 or higher level MATH course	
<b>Natural Sciences:</b> CHEM 101-102		<b>Natural Sciences:</b> CHEM 101-102 or SCI 105-106	
<b>Social Sciences:</b> ECON 121; PSYC 101; GEOG 104 or ANTH 110 or 211		<b>Social Sciences:</b> ECON 121; PSYC 101; GEOG 104 or ANTH 110 or 211	
<b>Liberal Studies Electives:</b> BTED/COSC/IFMG 101; ECON 122; MATH 214 or 217; no course with FSMR prefix		<b>Liberal Studies Electives:</b> BTED/COSC/IFMG 101; ECON 122; MATH 214 or 217; no course with FSMR prefix	
<b>Major:</b>	<b>39</b>	<b>Major:</b>	<b>36</b>
<b>Required Courses:</b>		<b>Required Courses:</b>	
FSMR 110 Introduction to Fashion	3sh	FSMR 110 Introduction to Fashion	3cr
FSMR 112 Fund. Cloth Construction	3sh	FSMR 112 Fund. Cloth Construction	3cr
FSMR 314 Textiles	3sh	FSMR 314 Textiles	3cr
FSMR 350 Apparel Industry I	3sh	FSMR 350 Apparel Industry I	3cr
FSMR 360 Apparel Industry II	3sh	FSMR 360 Apparel Industry II	3cr
FSMR 385 Ready-to-Wear Analysis	3sh	FSMR 385 Ready-to-Wear Analysis	3cr
FSMR 434 Quality Control in Text /W/	3sh	FSMR 434 Quality Control in Text /W/	3cr
FSMR 456 Historic Costume	3sh	FSMR 456 Historic Costume	3cr
FSMR 480 Seminar in Fashion Merchandising	3sh	FSMR 480 Seminar in Fashion Merchandising	3cr
<b>Controlled Electives:</b> Four courses from list: FSMR 212, 252, 281, 303, 357, 433, 453, 454, 455, 457, 481, 482, INDS 205	12sh	<b>Controlled Electives:</b> Three courses from list: FSMR 212, 252, 281, 303, 356, 357, 433, 453, 454, 455, 481, 482, INDS 205	9cr
<b>Additional Requirements</b>	<b>21-24</b>	<b>Additional Requirements</b>	<b>21-24</b>
<b>Required Courses:</b>		<b>Required Courses:</b>	
ACCT 201 Accounting Prin I	3sh	ACCT 201 Accounting Prin I	3cr
MKTG 320 Prin of Marketing	3sh	MKTG 320 Prin of Marketing	3cr
JRNL 120 or ENGL 310 Journalistic Writing or Public Speaking	3sh	JRNL 120 or ENGL 310 Journalistic Writing or Public Speaking	3cr

**Current Program Cont.**

Students will complete courses in one of the following options: 12-15sh

*Option 1: Business Administration Minor (15sh)*  
ACCT 202, FIN 310, MGMT 310,  
select two from BTST 321, BLAW 235,  
IFMG 300  
(Note: students must meet all minor requirements listed in catalog)

*Option 2: Marketing (12sh)*  
MKTG 321  
select three – three credit 400 level Marketing classes

*Option 3: Small Business Management (12sh)*  
MGMT 275, 325 (1),  
select two from MGMT 300, 310, 350, 403 (2)

**Free Electives** 5-10

**Total Degree Requirements** 124

- (1) Prerequisites to be waived
- (2) Students will need to take ACCT 202 and 300.

**Proposed Program Cont.**

Students will complete courses in one of the following options: 12-15cr

*Option 1: Business Administration Minor (15cr)*  
ACCT 202, FIN 310, MGMT 310,  
select two from BTST 321, BLAW 235,  
IFMG 300  
(Note: students must meet all minor requirements listed in catalog)

*Option 2: Marketing (12cr)*  
MKTG 321,  
select three – three credit 400 level Marketing classes

*Option 3: Small Business Management (12cr)*  
MGMT 275, 325 (1),  
select two from MGMT 300, 310, 350, 403 (2)

**Free Electives** 6-9

**Total Degree Requirements** 120

- (1) Prerequisites to be waived
- (2) Students will need to take ACCT 202 and 300.

## Part II.

### Description of Curriculum Change

#### 2. Summary of changes

##### B. List of associated course changes

###### 1) LIBERAL STUDIES COMPONENT

###### a. Require

CHEM 101 and 102 or SCI 105 and 106

#### 3. Justification/Rationale for Revision

###### a. Require

Currently FSMR 314 Textiles (which has CHEM 102 as the prerequisite) is being changed from a lab format to a lecture format. The revised course is also less scientifically based. In the revision CHEM 101/102 or SCI 105/106 are listed as the prerequisites. The FSMR 314 course revision is at the UWUCC level and we anticipate its approval shortly.

Fashion students are not the only ones who take FSMR 314 Textiles. Interior Design students are required to take it also and their science requirement is SCI 105/106. We don't see how we can require one group to take Chemistry as the prerequisite when another group can take Physical Science. If Physical Science is acceptable for one major than it needs to be acceptable for another.

There has also been a problem with the Fashion students passing CHEM 101/102. Because of this, many students wait until the absolute last minute to take Chemistry, which then presents conflicts with scheduling major sequential courses. It is extremely important that students have FSMR 314 Textiles before FSMR 434 Quality Control in Textiles. This is not happening because of the sequencing problems with Chemistry. By giving the students a choice of sciences some of the problems with the sequencing of courses may be eliminated.

#### 2. Summary of changes

##### B. List of associated course changes

###### 1) MAJOR COMPONENT

###### a. Controlled Electives Change:

From: Four course from list: 12 sh.

To: Three courses from list: 9 cr.

#### 3. Justification/Rationale for Revision

###### a. Controlled Elective Change:

Because of a resignation without replacement and a retirement with temporary replacement the program has not been able to offer the range

of courses in the controlled elective category. By reducing this category by one course (3 credits) the Fashion program is getting closer to the one hundred and twenty credit mandate.

2. Summary of changes

B. List of associated course changes

2) Free Electives

a. Free Elective Change

Reduce free elective credits by one. Current program is 5 to 10 and the proposed program is 6-9.

3. Justification/Rationale for Revision

- a. By the reduction of one credit in the free elective category along with the reduction of the three credits in the controlled elective category the Fashion Merchandising program will be in compliance with the one hundred and twenty mandate.

### Part III. Implementation

1. How will the proposed revision affect students already in the existing program.

There will be no affect on the students already in the program. Students will still need to meet all the requirements for graduation.

2. Are faculty resources adequate?

The changes have no affect on faculty resources.

3. Are other resources adequate? (space, equipment, supplies, travel funds).

This program revision does not require any changes in resources.

4. Increase/decrease in number of students as the result of revision.

The FSMR faculty do not expect a change in enrollment. It is known however, that there have been students who have not come to IUP into the Fashion program because of the Chemistry requirement.

### Part IV. Periodic Assessment

1. Describe the evaluation plan.

The program has gone through two program revisions in recent years. The major revision was done in 1997 and included changes to all components of the program as

well as new courses and revised courses. The 2001 revision included changes to the liberal studies and the major requirements component as well as course revisions. The Fashion Merchandising faculty used the International Textiles and Apparel Guidelines (ITAA) as a guide in revising the program in 1997. Students and alumni were surveyed in conjunction with a five year program review and the results were used for the revision in 1997. This current revision is in response to the Board of Governors 120 mandate. The change in the science requirement is directly related to student concerns.

2. Specify the frequency of the evaluations.

Curriculum review is an ongoing process within the department. Each of the five programs has a curriculum committee. The committees are made up of all faculty in the discipline. Currently the Fashion Merchandising Curriculum Committee has three members. No students currently served on the committee.

3. Identify the evaluating entity.

Fashion Merchandising Curriculum Committee and guidelines from the International Textiles and Apparel Association (ITAA).



## **Support Letters**

1. Sent initial letters requesting support for change in the science requirement to Drs. Ramsey & Hershman (Chairs of Departments of Chemistry and Physics on November 19, 2002.
2. Received support response back from Dr. Hershman on November 19, 2002.
3. Received a no support response back from Dr. Ramsey on November 25, 2002.
4. Sent additional support information to Dr. Ramsey on November 27, 2002 and December 2, 2002.
5. Received no response.
6. Sent final support information to Dr. Ramsey on January 13, 2003.
7. Received no response.
8. Program is moving forward with changes.

**Mary Swinker**

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**From:** "Mary Swinker" <swinker@iup.edu>  
**To:** <rvbravo@iup.edu>  
**Cc:** "Mary E Swinker" <swinker@iup.edu>; <jseck@iup.edu>; "Carleen Zoni" <cczoni@iup.edu>; "Linda Nelson" <Lnelson@iup.edu>; "Sandy Lynn" <sjl@iup.edu>  
**Sent:** Monday, January 13, 2003 10:10 AM  
**Subject:** Fashion Merchandising Program Change

Dear Dr. Ramsey,

I have not received a response back from you from the additional reasons why we want to give students a choice between Chemistry 101/102 or Physical Science 105/106 in the Fashion Merchandising program that I sent last semester. The following is the justification that we've put in the program revision.

"Currently FSMR 314 Textiles (which has CHEM 102 as the prerequisite) is being changed from a lab format to a lecture format. The revised course is also less scientifically based. In the revision CHEM 101/102 or SCI 105/106 are listed as the prerequisite. The course revision is at the UWUCC level and we anticipate its approval shortly.

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There has also been a problem with the Fashion students passing CHEM 101/102. Because of this many students wait until the absolute last minute to take Chemistry, which then presents conflicts with scheduling major sequential courses. It is extremely important that students have FSMR 314 Textiles before FSMR 434 Quality Control in Textiles. This is not happening because of the sequencing problems with Chemistry. By giving the students a choice of sciences some of the problems with the sequencing of courses may be eliminated."

I hope you will support our program change. We are however going to move forward with this change with or without your support.

Mary Swinker

Mary E. Swinker, Ph.D.  
Professor  
Fashion Merchandising  
Indiana University of Pennsylvania  
Human Development & Environmental Studies  
207 Ackerman Hall  
Indiana, PA 15705  
(724) 357-3778 or 2336  
FAX (724) 357-5941  
[swinker@iup.edu](mailto:swinker@iup.edu)

**Mary Swinker**

---

**From:** "Ken Hershman" <hershman@iup.edu>  
**To:** "Mary Swinker" <swinker@iup.edu>  
**Cc:** "Ruiess Bravo Ramsey" <rvbravo@iup.edu>; "Stan Sobolewski" <sobolews@grove.iup.edu>; <talwar@iup.edu>; "John Matolyak" <matolyak@iup.edu>  
**Sent:** Tuesday, November 19, 2002 6:40 PM  
**Subject:** Re: Curriculum Change in Fashion Merchandising

Mary,

I have no difficulty with this proposal and would support it. To note, the Science 105 course is a general survey of physics at the conceptual level and has little to do with polymers. It deals somewhat with friction and wear, surface tension and the effect of detergents on surface tension, and with heat and change of phase: vaporization and condensation. Ruiess will have to tell you about the appropriateness of SCI 106 and how it differs from Chem 101/102.

Sincerely,  
 Ken Hershman,  
 Chairman, IUP Physics Department

----- Original Message -----

**From:** [Mary Swinker](#)  
**To:** [rvbravo@iup.edu](#) ; [hershman@iup.edu](#)  
**Cc:** [jseck@iup.edu](#) ; [Carleen Zoni](#) ; [Sandy Lynn](#) ; [Linda Nelson](#) ; [Mary E Swinker](#)  
**Sent:** Tuesday, November 19, 2002 4:25 PM  
**Subject:** Curriculum Change in Fashion Merchandising

Dear Drs. Ramsey & Hershman,

As the Fashion Merchandising program faculty are preparing to submit our curriculum revision to comply with the 120 credit mandate we thought it was a good opportunity to look also at our science requirement.

Currently our students are required to take CHEM 101/102. We would like to change it to them taking either CHEM 101/102 or SCI 105/106. The reasons for the change are many. First, the Fashion students have a difficult time passing chemistry. Second, the students wait until the very last minute to take it. The delay in taking Chemistry causes problems with the sequencing of major Fashion courses that have the Chemistry as the prerequisite to the first course in the sequence FSMR 314 Textiles. Lastly, over the years we have had Chemistry professors who did not understand why Fashion students took Chemistry and told the students that in class.

Chemistry is an important component to the apparel merchandising discipline, since fibers used for apparel fabrics are polymers and the chemical nature of the fibers affect the performance of the fabrics. Also, the whole laundry process is a chemical process. Because of the importance of chemistry to this discipline we are approaching this change with great trepidation. However, the problems that have been caused by students failing the classes and/or waiting so long to take them, has made the faculty think it is time for a change.

We would like your support for this change.

Sincerely,  
 Mary E. Swinker  
 Fashion Merchandising Program Coordinator

Mary E. Swinker, Ph.D.  
 Professor  
 Fashion Merchandising  
 Indiana University of Pennsylvania

**Mary Swinker**

---

**From:** "Dr. Ruiess Van Fossen Ramsey" <rvbravo@iup.edu>  
**To:** "Mary Swinker" <swinker@iup.edu>  
**Cc:** "John Eck" <JSECK@iup.edu>; "Carleen C. Zoni" <cczoni@grove.iup.edu>; "Nelson, Linda S" <lnelson@iup.edu>; "Ruiess Ramsey" <RVBRAVO@grove.iup.edu>; <hershman@iup.edu>  
**Sent:** Monday, November 25, 2002 11:14 AM  
**Subject:** Re: Curriculum Change in Fashion Merchandising

Dear Dr. Swinker,

I missed the academic reasons for the change you are proposing. As I understand it, the change is being proposed because (1) students have a difficult time passing chemistry and (2) students put off taking chemistry until the "very last minute".

You also mention that Chemistry professors did not understand why these students take chemistry. To my knowledge there has been one incident reported to us. The professor in question apologized because he made the remark to a student in his laboratory section. The department sent an apology. On a whole, the professors in this department are very supportive of students from all majors. I am somewhat disturbed that an incident such as this would be used as an argument against students being required to take a course that they need.

I really cannot support the proposed change unless you have substantive academic reasons for making the change. Otherwise, I would suggest that our departments work together to remedy the situation so that students will obtain a higher success rate and not put off taking chemistry. We are certainly willing to work with you to that end.

Sincerely yours,  
 Ruiess Van Fossen Ramsey  
 Chairperson, Chemistry Department

----- Original Message -----

**From:** [Mary Swinker](mailto:Mary Swinker)  
**To:** [rvbravo@iup.edu](mailto:rvbravo@iup.edu) ; [hershman@iup.edu](mailto:hershman@iup.edu)  
**Cc:** [jseck@iup.edu](mailto:jseck@iup.edu) ; [Carleen Zoni](mailto:Carleen Zoni) ; [Sandy Lynn](mailto:Sandy Lynn) ; [Linda Nelson](mailto:Linda Nelson) ; [Mary E Swinker](mailto:Mary E Swinker)  
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We would like your support for this change.

Sincerely,  
 Mary E. Swinker