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3/19/96
4/2/96

CURRICULUM PROPOSAL COVER SHEET

University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person: Dr. Mary E. Swinker Phone: 357-2336

Department: Human Development and Environmental Studies

II. Proposal Type (Check All Appropriate Lines)

___ COURSE

- ___ New Course Suggested 20 character title
- ___ Course Revision Course Number and Full Title
- ___ Liberal Studies Approval* Course Number and Full Title
for new or existing course
- ___ Course Deletion Course Number and Full Title
- ___ Number and/or Title Change Old Number and/or Full Old Title
- ___ Course or Catalog Description Change New Number and/or Full New Title

PROGRAM Major Minor Track

- ___ New Program* Program Name
- Program Revision* Fashion Merchandising
Program Name
- ___ Program Deletion* Program Name
- ___ Title Change Old Program Name
New Program Name

III. Approvals (signatures and date)

[Signature] 4-17-95
Department Curriculum Committee
4/24 Ma M. Moore - Armistead
College Curriculum Committee

[Signature] 4/17/95
Department Chair
[Signature]
College Dean
[Signature]
*Provost (where applicable)

*Director of Liberal Studies (where applicable)

Part II. Description of Curriculum Change

A. Catalog description for the revised program:

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 complements the Fashion Merchandising major by providing study in one of 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 being 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 up-scale retail firm.

Part II. Description of Curriculum Change (cont'd)

A. Catalog description for the revised program (cont'd)

Bachelor of Science--Fashion Merchandising

Liberal Studies: As outlined in Liberal Studies section with the following specifications:

54-56

Mathematics: MA101 or higher level MA course

Natural Science: CH101-102

Social Science: EC121; GE104 or PC101; AN110 or AN221 or SO151

Liberal Studies electives: BE/CO/IM101; EC122; MA214 or MA217; no course with FM prefix

Major:

39

Required courses:

FM110 Introduction to Fashion	3sh
FM112 Fundamentals of Clothing Construction	3sh
FM314 Textiles	3sh
FM350 Apparel Industry I	3sh
FM385 Ready-to-Wear Analysis	3sh
FM434 Quality Control in Textiles/W/	3sh
FM450 Apparel Industry II	3sh
FM456 Historic Costume	3sh
FM480 Seminar in Fashion Merchandising	3sh

Controlled electives:

Courses from CS205, FM212, FM252, FM281, FM303, FM357, FM433, FM453, FM454, FM455, FM457, FM481, FM482	12sh
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Additional Requirements:

21-24

Required courses:

AG201 Accounting Principles I	3sh
MK320 Principles of Marketing	3sh
JN120 Journalistic Writing OR EN310 Public Speaking	3sh

Students will complete courses in one of the following OPTIONS:

12-15sh

Option 1: Business Administration Minor (15sh)
AG202, FI310, MG310, select two from AD321, BL235, IM300
(NOTE: student must meet all minor requirements listed in catalog)

Option 2: Marketing (12sh)
MK321, MK420, select two from DE332*, DE333, MK421*, MK430, MK433

Option 3: Small Business Management (12sh)
MG275, MG325*, select two from MG300, MG310, MG350, MG403**

* Prerequisites to be waved

** Student will need to take AG202 and AG300

Free Electives:

5-10

Total Degree Requirements: 124

Part II. Description of Curriculum Change (cont'd)**B. Summary of Changes**

1. Tables comparing old and new programs
 - a. Complete program

1) PROGRAM OF RECORD**APPROVED BY SENATE 12/10/91 and BY BOARD OF TRUSTEES 2/28/92****Bachelor of Science--Fashion Merchandising**

Liberal Studies: As outlined in Liberal Studies section
with the following specifications:

Mathematics: MA101 of higher

Natural Science: CH101-102

Social Science: PC101, EC101, SO151

Liberal Studies electives: no course with CS prefix

54-55

Major:

41-42

Required courses:

CS121 Introduction to Consumer Services

1sh

CS216 Clothing and Culture

3sh

CS314 Textiles

3sh

CS315 Consumer Economics/Family Finance

3sh

CS350 Apparel Industry I

3sh

CS421 Senior Seminar

2sh

CS450 Apparel Industry II

3sh

CS456 Historic Costume

3sh

JN120 Journalistic Writing

3sh

Controlled electives:

One course from CS112 or CS212

3sh

Courses from CS212, CS213, AR113 or 120,

CS217, CS303, CS354, CS433, CS453,

CS455, CS465, EP303

14-15sh

Other Requirements:

18

Outside concentration:**Required course:**

AG201 Principles of Accounting I

3sh

Controlled electives:

15sh(1)

Five courses from list: AD101 or MG360, AD321,

AG202, AG301, AG302, BL235, BL336, BL337, DE332,

DE333, EC122, FI310, IM241, IM251, MG300, MK320,

MK321, MK420, MK422, MK430, MK433, QB215

Free Electives:

9-11

Total Degree Requirements: 124

(1) Substitutions may be approved by department.

Part II. Description of Curriculum Change (cont'd)**B. Summary of Changes (cont'd)**

1. Table comparing old and new programs (cont'd)
 - a. Complete program (cont'd)
 - 2) **PROPOSED PROGRAM**

Bachelor of Science--Fashion Merchandising

Liberal Studies: As outlined in Liberal Studies section with the following specifications:

54-56

Mathematics: MA101 or higher level MA course

Natural Science: CH101-102

Social Science: EC121; GE104 or PC101; AN110 or AN221 or SO151

Liberal Studies electives: BE/CO/IM101; EC122; MA214 or MA217; no course with FM prefix

Major:

39

Required courses:

FM110 Introduction to Fashion	3sh
FM112 Fundamentals of Clothing Construction	3sh
FM314 Textiles	3sh
FM350 Apparel Industry I	3sh
FM385 Ready-to-Wear Analysis	3sh
FM434 Quality Control in Textiles/W/	3sh
FM450 Apparel Industry II	3sh
FM456 Historic Costume	3sh
FM480 Seminar in Fashion Merchandising	3sh

Controlled electives:

Courses from CS205, FM212, FM252, FM281, FM303, FM357, FM433, FM453, FM454, FM455, FM457, FM481, FM482	12sh
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Additional Requirements:

21-24

Required courses:

AG201 Accounting Principles I	3sh
MK320 Principles of Marketing	3sh
JN120 Journalistic Writing OR EN310 Public Speaking	3sh

Students will complete courses in one of the following OPTIONS:

12-15sh

- Option 1: Business Administration Minor (15sh)
 AG202, FI310, MG310, select two from AD321, BL235, IM300
 (NOTE: student must meet all minor requirements listed in catalog)
- Option 2: Marketing (12sh)
 MK321, MK420, select two from DE332*, DE333, MK421*, MK430, MK433
- Option 3: Small Business Management (12sh)
 MG275, MG325*, select two from MG300, MG310, MG350, MG403**

* Prerequisites are to be waved

** Student will need to take AG202, AG300

Free Electives:

5-10

Total Degree Requirements: 124

Part II. Description of Curriculum Change (cont'd)**B. Summary of changes (cont'd)****1. Tables comparing old and new programs (cont'd)****b. LIBERAL STUDIES COMPONENT**

Program of Record		Proposed Program	
LIBERAL STUDIES	54-55sh	LIBERAL STUDIES	54-56sh
English Composition:	7sh	English Composition:	7sh
EN101 College Writing	4	EN101 College Writing	4
EN202 Research Writing	3	EN202 Research Writing	3
Mathematics:	3sh	Mathematics:	3-4sh
MA101 Found of Math (or higher)	3	MA101 Found of Math (or higher level MA course)	3
Humanities:	9sh	Humanities:	9sh
EN121 Humanities: Lit	3	EN121 Humanities: Lit	3
HI195 History: Modern Era PH/RS elective	3	HI195 History: Modern Era PH/RS elective	3
Fine Arts:	3sh	Fine Arts:	3sh
101 Intro to Art/Music/ Theater	3	101 Intro to Art/Music/ Theater/Dance	3
Natural Science:	8sh	Natural Sciences:	8sh
CH101 College Chemistry I	4	CH101 College Chemistry I	4
CH102 College Chemistry II	4	CH102 College Chemistry II	4
Social Sciences:	9sh	Social Sciences:	9sh
EC101 Basic Economics	3	EC121 Prin of Economics I	3
PC101 General Psychology	3	GE104 Geography of Non-Western World--OR--	
SO151 Prin of Sociology	3	PC101 General Psychology	3
		AN110 Contemp Anthro--OR--	
		AN211 Cultural Anthro--OR--	
		SO151 Prin of Sociology	3
Health and Wellness:	3-4sh	Health and Wellness:	3-4sh
FN143 Nutrition & Wellness OR		FN143 Nutrition & Wellness OR	
HP143 Health & Wellness	3	HP143 Health & Wellness	3
--OR--		--OR--	
MS101 Am Military Hist(-1920)	2	MS101 Am Military Hist(-1920)	2
MS101 Am Military Hist(1920+)	2	MS101 Am Military Hist(1920+)	2
Liberal Studies Electives:	9sh	Liberal Studies Electives:	9sh
LS elective	3	101 Microbased Computer Lit	3
LS elective	3	EC122 Prin of Economics II	3
LS elective	3	MA214 Prob & Stat for Bus--OR--	
		MA217 Prob & Stat	3
Synthesis:	3sh	Synthesis:	3sh
LS499 Senior Synthesis	3	LS499 Senior Synthesis	3

 = DELETIONS

 = ADDITIONS

Part II. Description of Curriculum Change (cont'd)

B. Summary of changes (cont'd)

1. Tables comparing old and new programs (cont'd)

c. MAJOR COMPONENT

Program of Record
FASHION MERCHANDISING 41-42sh

Proposed Program
FASHION MERCHANDISING 39sh

Major Requirements: 24sh

CS121 Intro to Consumer Serv 1
 CS216 Clothing & Culture 3
 CS314 Textiles 3
 CS315 Consum Ec/Family Finance 3
 CS350 Apparel Industry I 3
 CS421 Senior Seminar 2
 CS450 Apparel Industry II 3
 CS456 Historic Costume 3
 JN120 Journalistic Writing 3

Major Requirements: 27sh

FM110 Introduction to Fash 3
 FM112 Fund Cloth Construct 3
 FM314 Textiles 3
 FM350 Apparel Industry I 3
 FM385 Ready-to-Wear Analysis 3
 FM434 Qual Control in Text/W/ 3
 FM450 Apparel Industry II 3
 FM456 Historic Costume 3
 FM480 Seminar in Fash Mdsing 3

Major Controlled Electives:
One course from:
 CS112 Fund Cloth Construct--OR--
 CS212 Adv Cloth Construct 3
Courses from: 14-15sh
 CS212 Adv Cloth Construct 3
 CS213 Res Appl/Cons Electron 3
 AR113 Design--OR--
 AR120 Principles of Design 2-3
 CS217 Interior Design 3
 CS303 Visual Merchandising 3
 CS354 Independent Study 1-3
 CS433 Study Tour 1-6
 CS453 Flat Pattern Design 3
 CS455 Draping 3
 CS465 Interior Lighting 3
 EP303 Psych of Prof Present 3

Major Controlled Electives: 12sh

CS205 Color Theory & Applic 3
 FM212 Adv Cloth Construct 3
 FM252 Aesthetics of Fashion 3
 FM281 Special Topics (approved sections only) 3
 FM303 Visual Merchandising 3
 FM357 Global Issues in T & A 3
 FM433 Study Tour 1-6
 FM453 Flat Pattern Design 3
 FM454 Tailoring 3
 FM455 Draping 3
 FM457 Historic Textiles 3
 FM481 Special Topics (approved sections only) 3
 FM482 Independent Study 1-3

ADDITIONAL COURSES UTILIZED SINCE
LAST PROGRAM REVISION OF 12/10/91

Major controlled elective brought
out of storage; approved as Writing
Intensive:
 CS434 Qual Control in Text/W/ 3

Special Topic courses used as
major controlled electives:
 CS481 Global Issues in T & A 3
 CS481 Historic Textiles 3

Free electives used as major
controlled electives:
 CS205 Color Theory & Applic 3
 CS252 Aesthetics of Fashion 3
 CS385 Ready-to-Wear Analysis 3

 = DELETIONS  = MOVES  = ADDITIONS

Part II. Description of Curriculum Change (cont'd)

B. Summary of changes (cont'd)

1. Tables comparing old and new programs (cont'd)

d. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT

Program of Record
OUTSIDE CONCENTRATION 18sh

Proposed Program
ADDITIONAL REQUIREMENTS 21-24sh

Requirements: 3sh
AG201 Accounting Prin I 3

Required: 9sh
AG201 Accounting Prin I 3
MK320 Prin of Marketing 3
JN120 Journalistic Writing
--OR--
EN310 Public Speaking 3

Electives: 15sh
AD101 Intro to Business--OR--
MG360 Mgt Prod Concept 3
AD321 Bus & Interp Commun 3
AG202 Accounting Prin II 3
AG301 Intermediate Acct I 3
AG302 Intermediate Acct II 3
BL235 Intro to Business Law 3
BL336 Law of Bus Organization 3
BL337 Consumer Law 3
DE332 Retail Management 3
DE333 Principles of Selling 3
EC122 Prin of Economics II 3
FI310 Finance I 3
IM241 Intro to MIS 3
IM251 Bus Systems Anal/Design 3
MG300 Human Resource Mgt 3
MK320 Prin of Marketing 3
MK321 Consumer Behavior 3
MK420 Marketing Management 3
MK422 Seminar in Marketing 3
MK430 International Marketing 3
MK433 Advertising 3
QB215 Business Statistics 3

Students will complete courses in one of the following Options:
Option 1: Minor in Bus Admin 15sh
AG202 Account Prin II 3
FI310 Finance I 3
MG310 Prin of Management 3
Select two of the following:
AD321 Bus/Interp Commun 3
BL235 Intro to Bus Law 3
IM300 Info Syst: Theory/Prac 3
(NOTE: Student must meet all minor requirements in the catalog)

Option 2: Marketing 12sh
MK321 Consumer Behavior 3
MK420 Marketing Management 3
Select two of the following:
DE332 Retail Management * 3
DE333 Principles of Selling 3
MK421 Marketing Research * 3
MK430 International Marketing 3
MK433 Advertising 3

Option 3: Small Bus Managemt 12sh
MG275 Intro to Entrepreneur 3
MG325 Small Business Mgt * 3
Select two of the following:
MG300 Human Resource Mgt 3
MG310 Principles of Management 3
MG350 International Business 3
MG403 Small Business Planning** 3

[Yellow] = DELETIONS
[Cyan] = MOVES
[Pink] = ADDITIONS

* Prerequisites to be waived
** Student will need to take:
AG202 Account Prin II and
AG300 Managerial Accounting

Part II. Description of Curriculum Change (cont'd)

B. Summary of changes (cont'd)

2. List of all associated course changes

a. LIBERAL STUDIES COMPONENT

- 1) Discrepancy in 1994-95 Undergraduate catalog:
BE/CO/IM101 Microbased Computer Literacy
is listed in catalog, but was never approved
by Senate as Liberal Studies Elective for
Fashion Merchandising.
- 2) Deletions:
EC101 Basic Economics
- 3) Additions:
 - a) TH102 Introduction to Dance
 - b) Social Science Electives:
EC121 Principles of Economics I

GE104 Geography of Non-Western World or
already approved PC101 Gen Psych

AN110 Contemporary Anthro or AN211
Cultural Anthro or already approved
SO151 Principles of Sociology
 - c) Liberal Studies Electives:
BE/CO/IM101 Microbased Computer Lit

EC122 Principles of Economics II

MA214 Prob & Stat for Business or
MA217 Prob & Stat

b. MAJOR COMPONENT

- 1) Discrepancy between program submitted to
Senate B2 on 11/21/91 and program approved by
Board of Trustees on 2/28/92:
CS454 Tailoring was not deleted from
program; it will be shown as an addition
in this program revision.
- 2) Discrepancies in 1994-95 Undergraduate
catalog:
 - a) Major Controlled Elective:
EP303 Psych of Professional
Presentation is no longer a course; was
never deleted from catalog.

Part II. Description of Curriculum Change (cont'd)

B. Summary of changes (cont'd)

2. List of all associated course changes (cont'd)

b. MAJOR COMPONENT (cont'd)

- 2) Discrepancies in 1994-95 Undergraduate catalog (cont'd):
 - b) Course descriptions:
 - CS318 Fashion Merchandising was deleted in last program revision approved by Senate on 12/10/91; course description was never deleted.

- 3) New course prefixes:
 - a) CS courses in the Fashion Merchandising content area to be changed to FM prefix:
 - FM110 Introduction to Fashion
 - FM112 Fund Clothing Construction
 - FM212 Adv Clothing Construction
 - FM252 Aesthetics of Fashion
 - FM281 Special Topics (approved sections only)
 - FM303 Visual Merchandising
 - FM314 Textiles
 - FM350 Apparel Industry I
 - FM357 Global Issues in Textiles & Appar
 - FM385 Ready-to-Wear Analysis
 - FM433 Study Tour
 - FM434 Quality Control in Textiles/W/
 - FM450 Apparel Industry II
 - FM453 Apparel Design
 - FM454 Tailoring
 - FM455 Draping
 - FM456 Historic Costume
 - FM457 Historic Textiles
 - FM480 Seminar in Fashion Merchandising
 - FM481 Special Topics (approved sections only)
 - FM482 Independent Study
 - FM493 Internship

 - b) CS course in the Interior Design content area to be changed to FM
 - FM214 Environmental Textiles

- 4) New Courses:
 - a) FM357 Global Issues in T & A
 - b) FM457 Historic Textiles
 - c) FM480 Seminar in Fashion Merchandising

Part II. Description of Curriculum Change (cont'd)**B. Summary of changes (cont'd)****2. List of all associated course changes (cont'd)****b. MAJOR COMPONENT (cont'd)****5) Revised Courses:**

- a) FM110 Introduction to Fashion
(number, title, pre-requisite)
formerly CS216 Clothing & Culture

6) Deletions:

- a) Major Requirement Courses:
CS121 Introduction to Consumer Services
CS216 Clothing and Culture
CS315 Consumer Economics & Family Finan
CS421 Senior Seminar

- b) Major Controlled Elective Courses:
One course from (the choice of):
CS212 Advanced Clothing Construction

- c) Major Controlled Elective Courses:
CS213 Res Appl/Consumer Electronics
AR113 Design --OR--
AR120 Principles of Design
CS217 Interior Design
CS354 Independent Study
CS465 Interior Lighting
EP303 Psych of Prof Presentation

7) Moves:

- a) From Major Requirement Course to
required course under Additional
Requirements:
JN120 Journalistic Writing
- b) From Major Controlled Electives,
One course from (the choice of), to
Major Requirement:
FM112 Fund Clothing Construction

Part II. Description of Curriculum Change (cont'd)**B. Summary of changes (cont'd)****2. List of all associated course changes (cont'd)****b. MAJOR COMPONENT (cont'd)****7) Moves: (cont'd)****c) From Additional Courses Utilized Since Last Program Revision:****To Major Requirement Courses:**

FM385 Ready-to-Wear Analysis

FM434 Quality Control in Textiles

To Major Controlled Elective Courses:

CS205 Color Theory & Application

FM252 Aesthetics of Fashion

FM357 Global Issues in T & A

FM457 Historic Textiles

8) Additions:**a) Major Requirement Courses:**

FM110 Introduction to Fashion

(revised CS216 Clothing and Culture)

FM480 Seminar in Fashion Merchandising

b) Major Controlled Elective Courses:

FM281 Special Topics (approved sections only)

FM454 Tailoring

FM481 Special Topics (approved sections only)

FM482 Independent Study

c. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT**1) Discrepancy between program submitted to Senate B2 on 11/21/91 and program approved by Board of Trustees on 2/28/92:**

MK421 Marketing Research was not deleted from program; it will be shown as an addition in this program revision under Option 2: Marketing.

Part II. Description of Curriculum Change (cont'd)

B. Summary of changes (cont'd)

2. List of all associated course changes (cont'd)

c. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT (cont'd)

2) Discrepancies in 1994-95 Undergraduate catalog:

Outside Concentration Electives:

MG360 Mgt Production Concepts, and MG410 Decision Making in Business are no longer courses; were never deleted from catalog.

IM300 Information Systems:

Theory/Practice is listed in the catalog; was never approved by Senate as an addition to the Outside Concentration Elective category for Fashion Merchandising program.

IM241 Introduction to MIS is not listed in the catalog was never approved for deletion by Senate.

3) Deletions:

Outside Concentration category and Elective Courses:

AD101 Introduction to Business --OR--

MG360 Mgt Production Concepts

AG301 Intermediate Accounting I

AG302 Intermediate Accounting II

BL336 Law of Bus Organization

BL337 Consumer Law

EC122 Principles of Economics II

IM241 Introduction to MIS

IM251 Business Systems Analysis/Design

MK422 Seminar in Marketing

QB215 Business Statistics

4) Moves:

a) From Major Required Course to Required Course in Additional Requirements:

JN120 Journalistic Writing

b) From Outside Concentration Elective to Required Course in Additional Requirements:

MK320 Principles of Marketing

Part II. Description of Curriculum Change (cont'd)

B. Summary of changes (cont'd)

2. List of all associated course changes (cont'd)

c. **OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT (cont'd)**

4) **Moves: (cont'd)**

c) From Outside Concentration Electives to Additional Requirement Options:

Option 1: Minor in Bus Admin

AG202 Accounting Principles I

FI310 Finance I

AD321 Bus/Interpersonal Communication

BL235 Intro to Business Law

Option 2: Marketing

DE332 Retail Management

DE333 Principles of Selling

MK321 Consumer Behavior

MK420 Marketing Management

MK430 International Marketing

MK433 Advertising

Option 3: Small Business Management

MG300 Human Resource Management

5) **Additions:**

a) Additional Requirements category

b) Required course in Additional Requirements category:

Addition of EN310 Public Speaking as an alternative choice to JN120 Journalistic Writing

c) Choice of one of three Options

d) Courses in the Options:

Option 1: Minor in Bus Admin

MG310 Principles of Management

IM300 Information Systems: Theory/Prac

Part II. Description of Curriculum Change (cont'd)**B. Summary of changes (cont'd)**

2. List of all associated course changes (cont'd)

c. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT (cont'd)

5) Additions: (cont'd)

e) Courses in the Options: (cont'd)

Option 2: Marketing

MK421 Marketing Research

Option 3: Small Business Management

MG275 Introduction to Entrepreneurship

MG310 Principles of Management

MG325 Small Business Management

MG350 International Business

MG403 Small Business Planning

C. Rationale for Change

1. LIBERAL STUDIES COMPONENT

a. Deletions:

EC101 Basic Economics is being replaced by EC121 Principles of Economics I because of the emphasis the College of Business places on the content of this course.

b. Additions:

1) TH102 Introduction to Dance is a new course offering in the Liberal Studies program.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****1. LIBERAL STUDIES COMPONENT (cont'd)****b. Additions: (cont'd)**

- 2) GE104 Geography of Non-Western World, AN110 Contemporary Anthropology, and AN211 Cultural Anthropology are added so that the program will have a non-western offering in the Social Science component. These specific non-western courses aid the student in the understanding of the global diversity that is prominent in the textiles and apparel industry.
- 3) EC121 Principles of Economics I, EC122 Principles of Economics II, BE/CO/IM101 Microbased Computer Literacy, and MA214 Probability and Statistics for Business majors or MA217 Probability and Statistics are added because of the emphasis the College of Business places on the content of these courses. In addition, strong analytical and computer skills are needed for the merchandising segment of the fashion industry.

2. MAJOR COMPONENT**a. New course prefixes:**

On July 1, 1993, the Home Economics Education Department merged with the Consumer Services Department. The new Human Development and Environmental Studies Department now has five diverse majors. The old department course prefixes, HE and CS, do not meet the needs of identifying these unique majors. It is anticipated that each major, as program revisions are submitted, will make the appropriate prefix change.

Part II. Description of Curriculum Change (cont'd)

C. Rationale for Change (cont'd)

2. MAJOR COMPONENT (cont'd)

b. New Courses:

FM480 Seminar in Fashion Merchandising is a Major Required course. This new course replaces CS421 Senior Seminar (2sh) which is currently a requirement in three major programs: Consumer Affairs, Fashion Merchandising, and Interior Design/Housing. Because of the changing professional nature of Fashion Merchandising and Interior Design/Housing, this Senior Seminar course is no longer relevant for the combined majors. Content from CS421 will be retained with the Fashion Merchandising focus, and will be expanded to incorporate case studies and current issues. This will utilize critical and analytical thinking, decision making, and leadership skills.

FM357 Global Issues in Textiles and Apparel and FM 457 Historic Textiles are Major Controlled Elective courses. These new courses, taught as special topics, provide the student with the opportunity to select courses that would strengthen content knowledge relating to issues of global diversity and cultural history.

c. Revised course:

- 1) FM110 Introduction to Fashion
 - a) Number and title change

The original course CS216 was named Clothing and Man. During the Fall 1989 semester the University requested that the course title be changed because of its sexist connotation. At that time the Interior Design/Housing major had a similar course, Housing and Man. The department approved that the two courses should have similar names: Housing and Culture and Clothing and Culture. The name Clothing and Culture is really not representative of the course content. Students enter the class expecting to be studying the cultural nature of clothing. It is important that the course be renamed and objectives updated

Part II. Description of Curriculum Change (cont'd)

C. Rationale for Change (cont'd)

2. MAJOR COMPONENT (cont'd)

c. Revised course: (cont'd)

- 1) **FM110 Introduction to Fashion (cont'd)**
 a) **Number and title change**

to be in line with the nature of the course content. An objective has also been added to accommodate the career component from CS121 Introduction to Consumer Services (a deleted Major Requirement course in this proposal).

- b) **Pre-requisite**

FM110 Introduction to Fashion is intended to be an entry level freshman course. The course content does not require the student to have a knowledge of PC101 General Psychology to understand the material presented.

d. Deletions:

- 1) **Major Requirement Courses:**
 Prior to the merger of the Home Economics Education Department with the Consumer Services Department, July 1, 1993, the three Consumer Services Department majors, Consumer Affairs, Fashion Merchandising, and Interior Design/Housing, had incorporated into each major four courses that were considered a common "core":
 CS121 Introduction to Consumer Services
 CS314 Textiles
 CS315 Consumer Economics/Family Finance
 CS421 Senior Seminar

These courses, with the exception of CS121, have continued to be requirements in the three majors. As needs change and refocusing is addressed, each program will reevaluate these common requirements and make the appropriate changes in program revisions.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****2. MAJOR COMPONENT (cont'd)****d. Deletions: (cont'd)****1) Major Requirement Courses: (cont'd)**

- a) Deletion of CS121, CS315, and CS421:
- CS121 Introduction to Consumer Services was an orientation course presenting an overview of career possibilities for majors in the Consumer Services Department. With the pending merger the Consumer Services Department voted on April 13, 1993, to delete CS121 from the three major programs: Consumer Affairs, Fashion Merchandising, and Interior Design/Housing. The Fashion Merchandising component of the course, careers, is now being included in the revised FM110 Introduction to Fashion course.
- CS315 Consumer Economics/Family Finance is being deleted from the Fashion Merchandising major because the consumer focus of this course has limited relevance to the industry focus of the Fashion Merchandising program.
- CS421 Senior Seminar(2sh) is being deleted from the Fashion Merchandising major. CS421 Senior Seminar is currently a Major Requirement for three majors: Consumer Affairs, Fashion Merchandising, and Interior Design/Housing. Because of the changing professional nature of Fashion Merchandising and Interior Design/Housing, this Senior Seminar course is no longer relevant for the combined majors. CS481 Professional Practices(3sh) will be included in the proposed Interior Design/Housing revised program and will incorporate the appropriate material from CS421. CS421 will be retained to serve the Consumer Affairs majors until that program is revised. The content of the new seminar course, FM480 Seminar in Fashion Merchandising, will incorporate the appropriate material from CS421 and will be more specialized for Fashion Merchandising majors.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****2. MAJOR COMPONENT (cont'd)****d. Deletions: (cont'd)****1) Major Requirement Courses: (cont'd)**

- b) **Deletion of CS216 Clothing and Culture:**
This course is being deleted due to course revision. CS216 will have a change in number, title and pre-requisite, and will be FM110 Introduction to Fashion. (This change has been addressed in the Major Revised Course section of this program revision.)

2) Major Controlled Electives Courses:

One course from (the choice of):

CS212 Advanced Clothing Construction

The choice between the two major requirement construction courses (CS 112 Fundamentals of Clothing Construction and CS212 Advanced Clothing Construction), in the program of record, enables students with significant construction ability to test out of the introductory course through the passing of a placement exam. The option will continue to exist and will be utilized when applicable. The previous "or" listing causes confusion to students since CS212 is listed in both of the Major Controlled Elective categories, "One Course From" and "Courses From". Even though advised to the contrary some students continue to assume that either course can be taken, without taking the placement exam, to fulfill the construction requirement.

Only one clothing construction course has been or will be required. CS112 Fundamentals of Clothing Construction is the introductory construction course and is being moved into the Major Requirement category. CS212 Advanced Clothing Construction is being retained as a Major Controlled Elective.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****2. MAJOR COMPONENT (cont'd)****d. Deletions: (cont'd)****3) Major Controlled Elective Courses:**

CS213 Residential Appliances/Consumer Electronics, CS217 Interior Design, and CS 465 Interior Lighting are being deleted from the Fashion Merchandising program due to the interior design orientation of the content. This orientation is dictated by FIDER guidelines. FIDER is the accreditation body for Interior Design programs.

The choice of either AR113 Design or AR120 Principles of Design is being deleted from the Major Controlled Elective segment of the Fashion Merchandising program. In CS205 Color Theory & Application and FM252 Aesthetics of Fashion the principles and elements of design are applied to fashion, which provides greater relevance to students in the fashion major. These courses are being moved to the Major Controlled Elective category from the listing of Additional Courses Utilized Since Last Program Revision.

CS354 Independent Study is being deleted since this course number is not in compliance with the University designated number for independent study courses. FM482 Independent Study will be an addition to the Major Controlled Elective category in this program revision.

EP303 Psychology of Professional Presentation is being deleted since it is no longer a course.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****2. MAJOR COMPONENT (cont'd)****e. Moves:**

- 1) JN120 Journalistic Writing is being moved from Major Requirement Course to a required course choice under Additional Requirements because this placement gives the program greater continuity.
- 2) FM112 Fundamentals of Clothing Construction is being moved from Major Controlled Electives: One Course From category to Major Requirement. As stated before in the Major Requirement deletion section:

The choice between the two major requirement construction courses (CS112 Fundamentals of Clothing Construction and CS212 Advanced Clothing Construction), in the program of record, enables students with significant construction ability to test out of the introductory course through the passing of a placement exam. The option will continue to exist and will be utilized when applicable. The previous "or" listing causes confusion to students since CS212 is listed in both of the Major Controlled Elective categories, "One Course From" and "Courses From". Even though advised to the contrary some students continue to assume that either course can be taken, without taking the placement exam, to fulfill the construction requirement.

Only one clothing construction course has been or will be required. CS112 Fundamentals of Clothing Construction is the introductory construction course and is being moved into the Major Requirement category. CS212 Advanced Clothing Construction is being retained as a Major Controlled Elective.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****2. MAJOR COMPONENT (cont'd)****e. Moves: (cont'd)**

- 3) FM385 Ready-to-Wear Analysis and FM434 Quality Control in Textiles are being moved from Additional Courses Utilized Since Last Program Revision category to Major Requirements.

These courses need to be taken by all Fashion Merchandising majors due to the industry's commitment to product quality, with emphasis on testing, specifications, and standards. FM434 Quality Control in Textiles is the writing intensive course in the major.

- 4) CS205 Color Theory & Application (a course identified in the Interior Design discipline) and FM252 Aesthetics of Fashion are being moved from Additional Courses Utilized Since Last Program Revision category to Major Controlled Electives.

The content of both courses includes an application of the principles and elements of design to fashion. CS205 and FM252 replace the choice of AR113 Design or AR120 Principles of Design in the Major Controlled Elective category.

- 5) FM357 Global Issues in Textiles and Apparel and FM457 Historic Textiles are being moved from Additional Courses Utilized Since Last Program Revision category, Special Topic status, to Major Controlled Electives.

These courses provide the student with the opportunity to strengthen content knowledge in areas related to issues of global diversity and cultural history. These courses are being classified as Major Controlled Electives because of the specialized in-depth nature of the course content, which is indicative of courses in the Fashion Merchandising Major Controlled Elective category.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****2. MAJOR COMPONENT (cont'd)****f. Additions:****1) Major Requirement Courses:**

FM110 Introduction to Fashion (formerly the major requirement CS216 Clothing and Culture) is being added to the Major Requirement category since this course is being revised; course revision submitted in this program revision needs Senate approval.

FM480 Seminar in Fashion Merchandising is being added to the Major Requirement category. This course replaces the Major Requirement CS421 Senior Seminar; the course addition submitted in this program revision needs Senate approval.

2) Major Controlled Elective Courses:

FM281 and FM481 Special Topics, approved sections only, need to be officially approved as additions to the Major Controlled Elective category in keeping with the University Undergraduate catalog.

FM454 Tailoring was never deleted as a Major Controlled Elective from the Fashion Merchandising Program. The course was listed in the last program revision submitted to Senate B2 on 11/21/91 and was also in the 1991-92 Undergraduate Catalog, but was inadvertently deleted from the program approved by the Board of Trustees on 2/28/92. It has incorrectly appeared as a deletion ever since. Therefore it is being submitted as an addition in this program revision in order to procure official status as a Major Controlled Elective.

FM482 Independent Study (formerly CS354 Independent Study, a deleted course in this revision) is being added in order to be in compliance with the University designated number for independent study courses. This course retains the status of Major Controlled Elective.

Part II. Description of Curriculum Change (cont'd)
C. Rationale for Change (cont'd)

3. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT

a. Deletions:

1) The Outside Concentration category is being deleted from the Fashion Merchandising program because in the program of record this category included courses only from the College of Business. In order to accommodate the non-business requirement, JN 120 Journalistic Writing with the added choice of EN310 Public Speaking, the category name is being changed to Additional Requirements.

2) Specific Elective Courses included in the Outside Concentration category are deleted. These include:

AD101 Introduction to Business--OR--
 MG360 Mgt Production Concepts
 AG301 Intermediate Accounting I
 AG302 Intermediate Accounting II
 BL336 Law of Business Organization
 BL337 Consumer Law
 EC122 Principles of Economics II
 IM241 Introduction to MIS
 IM251 Business Systems Analysis/Design
 MK422 Seminar in Marketing
 QB215 Business Statistics

In the revised program students will have the choice of one of three Options in the College of Business.

Option 1: Minor in Business Admin

Option 2: Marketing

Option 3: Small Business Management

These Options were identified with regard to their relevance to the Fashion Merchandising field. The deleted courses from the Outside Concentration Elective category, listed above, do not reflect the essential components of the three designated option disciplines.

MG360 Mgt Production Concepts is being deleted because the course is no longer offered.

Part II. Description of Curriculum Change (cont'd)

C. Rationale for Change (cont'd)

3. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT (cont'd)

b. Moves:

- 1) JN120 Journalistic Writing is being moved from the Major Requirement Course category to Required Course in Additional Requirements because this placement gives the program greater continuity.
- 2) MK320 Principles of Marketing is being moved from the Outside Concentration Elective category to the Required Course in Additional Requirements category. The marketing segment has consistently increased in importance in the merchandising field. Therefore it is vital that all Fashion Merchandising majors be knowledgeable of the theoretical processes involved in bringing a product from the producer to the ultimate consumer.
- 3) Eleven courses from the Outside Concentration Elective category are being moved into one of the three Additional Requirement Options:
 - Option 1: Minor in Business Admin**
 - AG202 Accounting Principles I
 - FI310 Finance I
 - AD321 Bus/Interpersonal Communication
 - BL235 Intro to Business Law
 - Option 2: Marketing**
 - DE332 Retail Management
 - DE333 Principles of Selling
 - MK321 Consumer Behavior
 - MK420 Marketing Management
 - MK430 International Marketing
 - MK433 Advertising
 - Option 3: Small Business Management**
 - MG300 Human Resource Management

The courses from the Outside Concentration Elective category, listed above, reflect the essential components of the three designated option disciplines.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****3. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT (cont'd)****c. Additions:**

- 1) In order to accommodate the non-business requirement the category name is being changed from Outside Concentration to Additional Requirements. The non-business requirement, JN120 Journalistic Writing with the added choice of EN310 Public Speaking, is currently a major requirement in the program of record and will be moved into Additional Requirements.
- 2) Required course in Additional Requirements category:
The addition of EN310 Public Speaking as an alternative choice to JN120 Journalistic Writing enables the student to reinforce specific communication skills essential for personal success in the student's chosen career within the fashion industry.
- 3) Choice of one of three Options:
In the revised program students will have the choice of one of three Options in the College of Business.
Option 1: Minor in Business Admin
Option 2: Marketing
Option 3: Small Business Management

Option 1: Minor in Business Administration was chosen to provide the student with the opportunity to obtain a minor in business. Currently this is the only recognized business minor for students in non-business majors. Options 2 and 3 were chosen because of their relevance to the merchandising field.

Part II. Description of Curriculum Change (cont'd)**C. Rationale for Change (cont'd)****3. OUTSIDE CONCENTRATION/ADDITIONAL REQUIREMENTS COMPONENT (cont'd)****c. Additions: (cont'd)****4) Addition of Courses in the Options:****Option 1: Minor in Bus Admin**

MG310 Principles of Management

IM300 Information Systems: Theory/Prac

Option 2: Marketing

MK421 Marketing Research

Option 3: Small Business Management

MG275 Introduction to Entrepreneurship

MG310 Principles of Management

MG325 Small Business Management

MG350 International Business

MG403 Small Business Planning

Specific courses listed under Options 2 and 3 reflect the essential components of the three designated option disciplines.

Part III. Implementation

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

After the Fashion Merchandising Program Revision has been approved by Senate students will be given the option of following those requirements that are in effect when the student was first enrolled in the program or those in effect at the time of expected graduation.

- B. How program will affect faculty load

Program revision has been based on three full time Fashion Merchandising faculty. Since the last program revision of 12/10/91 the FM faculty have been updating the program content through the use of special topic courses. These special topic courses have been integrated into faculty loads without necessitating the need for additional faculty. It is not anticipated that program revision approval will have any major effect on the current load structure.

Authorization of additional faculty

No additional faculty has been authorized.

Adequacy of seating in courses added as requirements

One existing course is currently being revised and is being retained as a major requirement. This course is FM110 Introduction to Fashion (formerly CS216 Clothing and Culture). The addition of FM480 Seminar in Fashion Merchandising as a major requirement replaces the current major requirement of CS421 Senior Seminar. Presently seating is adequate and no changes are anticipated. In the proposed program revision there are only two major controlled elective courses that are being added to the major requirement category. These two lab courses, FM385 Ready-to-Wear Analysis and FM434 Quality Control in Textiles/W/ have restricted enrollments. Should the need arise multiple sections could accommodate the demand.

Part III. Implementation (cont'd)**C. Adequacy of resources (space, equipment, supplies, travel funds)**

The proposed program is able to be adequately offered with the existing resources. However, anticipated physical facility renovation in Ackerman would enhance laboratory/lecture space and storage for conservation and preservation of existing apparel collections. The use of educational service fee allocations has aided in equipment procurement in order to update laboratories. Currently department faculty educational funds can be utilized for travel and/or supply purchases.

D. Increase/decrease in number of students as the result of revisions

It is anticipated that enrollment will increase due to the greater continuity of the program, greater depth of content, and a greater focus on fashion merchandising issues.

Department adjustments

When enrollments increase multiple course sections will be considered, and courses rotated when/where necessary.