

**UNIVERSITY FACULTY SENATE FORMS**

**Academic Program Approval**

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

**Submitted by:** Sharron Lennon phone number 6054

**Department:** Fashion and Apparel Studies email address lennon@udel.edu

**Action:** New graduate program  
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

**Effective term** 08F (use format 04F, 05W)

**Current degree** \_\_\_\_\_  
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

**Proposed change leads to the degree of:** MS  
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

**Proposed name:** Fashion Studies  
Proposed new name for revised or new major / minor / concentration / academic unit (if applicable)

**Revising or Deleting:**

**Undergraduate major / Concentration:** \_\_\_\_\_  
(Example: Applied Music – Instrumental degree BMAS)

**Undergraduate minor:** \_\_\_\_\_  
(Example: African Studies, Business Administration, English, Leadership, etc.)

**Graduate Program Policy statement change:** \_\_\_\_\_  
(**Must attach** your Graduate Program Policy Statement)

**Graduate Program of Study:** \_\_\_\_\_  
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

**Graduate minor / concentration:** \_\_\_\_\_

**Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.**

**List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?**

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter “None”)

The following new courses are in the process of being approved. FASH 619, FASH 630, FASH 633, FASH 655 are graduate sections of currently taught undergraduate course.

FASH 619 Social Psychological Aspects of Clothing  
FASH 626 Historic Textiles & Clothing Collection Management  
FASH 630 Topics in Fashion Marketing and Promotion  
FASH 633 Product Development and Management Studio  
FASH 655 Textiles and Apparel in the Global Economy  
FASH 665 Fashion Studies Seminar  
FASH 800 Research Analysis in Fashion Studies  
FASH 810 Theories of Design and Aesthetics  
FASH 814 History of the Fashion Industry  
FASH 819 Fashion Theory  
FASH 822 Global Fashion Consumer  
FASH 824 Creative Design for Exhibition  
FASH 825 Interdisciplinary Approaches to Creative Problem Solving  
FASH 868 Supervised Research in Fashion Studies  
FASH 869 Thesis

The Department of Fashion & Apparel Studies proposes a Master of Science in Fashion Studies program to prepare students to be “integrators” in industry to learn to integrate expertise across the various functional silos in multi-national apparel companies. This new kind of apparel professional, an integrator, is one who can create value for a firm by integrating knowledge about consumer research and product design. All students will complete design problem-solving and consumer behavior courses to bring an understanding of both to meet challenges in the global fashion industry. Concepts and practices from social responsibility and sustainability will underlie the graduate program. The program integrates design, theory, problem-solving, and research as they relate to fashion phenomena.

The goals of the Fashion Studies MS program are to prepare students who will:

- Apply creative problem-solving techniques to develop sustainable solutions to global contemporary issues challenging the fashion industry and consumers
- Integrate information from both design and consumer behavior to address fashion industry challenges
- Design and conduct research guided by theories of fashion, design and aesthetics, and consumer behavior relevant to the fashion industry
- Assess and evaluate the responsibility of the fashion industry and consumers toward human rights, labor standards, and environmental stewardship

**Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>**

The courses contribute to several of the University’s 10 goals for Undergraduate Education, including:

*Goal 1: Attain effective skills in oral and written communication, quantitative reasoning, and the use of information technology*

*Goal 2: Learn to think critically to solve problems*

*Goal 3: Be able to work and learn both independently and collaboratively.*

*Goal 4: Engage questions of ethics and recognize responsibilities to self, community, and society at large*

*Goal 5: Understand the diverse ways of thinking that underlie the search for knowledge in the arts, humanities, sciences and social sciences*

*Goal 10: Develop an international perspective in order to live and work effectively in an increasingly global society*

One or more of the goals is addressed in each graduate course.

**Identify other units affected by the proposed changes:**

(Attach permission from the affected units. If no other unit is affected, enter “None”)

The Department of Individual and Family Studies and the School of Education are affected. Fashion Studies students will be required to take EDUC 665 and may elect to take EDUC 607 or IFST 615. These units have indicated willingness to accommodate Fashion Studies students. No other units are affected. The courses will be available to other graduate students and may be of special interest to students in business, sociology, and women’s studies.

**Describe the rationale for the proposed program change(s):**

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

Today’s apparel industry is dynamic and very different than the industry of yesterday. It is dominated by large retailers and multi-national corporations who market global brands. Understanding consumers, wherever they are located, is absolutely key to developing successful apparel products. Yet retailers and global brands must also distinctly position their products from those of their competitors. This requires that depth knowledge of consumers be combined with new levels of innovation and creativity.

As well, the industry is increasingly recognizing it must address long-standing issues with social responsibility and sustainability. The desire to be socially responsible and produce sustainable fashion is great; however, the know-how is not yet in place. New leaders are needed who understand the complexities and challenges of achieving business success in the apparel industry of today and tomorrow. The Department of Fashion and Apparel Studies is positioned to address and explore these issues and deliver new professionals who will be instrumental in bringing about exciting changes and leading major corporations to future success.

The MS will prepare students to integrate expertise across the various functional silos in multi-national apparel companies and prepare themselves for positions of leadership in multi-national corporations. With the growth of multi-national corporations and consolidation among brands and retailers, entry level jobs have become increasingly specialized, but management and leadership positions require individuals with broad expertise across functional areas—in other words individuals who can see the “big picture” and develop strategies for business success. An MS degree is required to develop an apparel professional who can be an integrator, with a broad perspective that includes knowledge of the various silo functions in the industry, who is able to lead the global industry of the 21<sup>st</sup> century.

The proposed Master of Science in Fashion Studies program will prepare students to be

“integrators” in industry. All students will complete design problem-solving and consumer behavior courses to bring an understanding of both to meet challenges in the global fashion industry. Concepts and practices from social responsibility and sustainability will underlie the graduate program. The program integrates design, theory, problem-solving, and research as they relate to fashion phenomena.

**Program Requirements:**

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

The MS in Fashion Studies is comprised of 32 credits and includes a thesis. FASH619, FASH630, FASH633, and FASH655 will be taught concurrently with undergraduate courses. FASH691 through FASH699 and FASH666 are currently being offered as part of a Web-based graduate certificate in **Socially Responsible and Sustainable Apparel Business (SRSAB)**.

**DEPARTMENTAL REQUIREMENTS (14 CREDITS)**

FASH 665 Fashion Studies Seminar  
FASH 689 Apparel Supply Chains & Social Responsibility  
FASH 691 Socially Responsible Apparel: Global Policy  
FASH 692 Sustaining Global Apparel Supply Chains or  
FASH 695 Bringing Social Responsibility to Apparel Corporate Culture  
FASH 800 Research Analysis in Fashion Studies  
FASH 822 Global Fashion Consumer  
FASH 825 Interdisciplinary Approaches to Creative Problem Solving

**DEPARTMENTAL ELECTIVES (6 CREDITS)**

FASH 619/419 Social Psychological Aspects of Clothing  
FASH 626 Historic Textiles & Clothing Collection Management  
FASH 630/430 Topics in Fashion Marketing and Promotion  
FASH 633/433 Product Development and Management Studio  
FASH 655/455 Textiles and Apparel in the Global Economy  
FASH 666 Special Problem  
FASH 692 Sustaining Global Apparel Supply Chains  
FASH 693 Culture & Work in the Apparel Industry  
FASH 694 Apparel Consumers and Social Responsibility  
FASH 695 Bringing Social Responsibility to Apparel Corporate Culture  
FASH 696 Current Initiatives for Apparel Industry Labor Compliance  
FASH 697 Worker-Centric Social Responsibility for Apparel Industry  
FASH 698 Redesigning Green Apparel: Design, Sourcing & Packaging  
FASH 699 Producing Environmentally Responsible Apparel  
FASH 810 Theories of Design and Aesthetics  
FASH 814 History of the Fashion Industry  
FASH 819 Fashion Theory  
FASH 824 Creative Design for Exhibition  
FASH 868 Supervised Research in Fashion Studies

**OTHER REQUIRED COURSES (6)**

EDUC 665 Elementary Statistics (or equivalent)  
IFST 615 or EDUC 607 Research Methods (or equivalent)

**RESEARCH (6)**

FASH 869 Thesis

**ROUTING AND AUTHORIZATION:** (Please do not remove supporting documentation.)

Department Chairperson Marsha Dickson Date 11/1/07

Dean of College Timothy Bumbal Date 11/30/07

Chairperson, College Curriculum Committee Marsha Dickson Date 11/27/07

Chairperson, Senate Com. on UG or GR Studies \_\_\_\_\_ Date \_\_\_\_\_

Chairperson, Senate Coordinating Com. \_\_\_\_\_ Date \_\_\_\_\_

Secretary, Faculty Senate \_\_\_\_\_ Date \_\_\_\_\_

Date of Senate Resolution \_\_\_\_\_ Date to be Effective \_\_\_\_\_

Registrar \_\_\_\_\_ Program Code \_\_\_\_\_ Date \_\_\_\_\_

Vice Provost for Academic Programs & Planning \_\_\_\_\_ Date \_\_\_\_\_

Provost \_\_\_\_\_ Date \_\_\_\_\_

Board of Trustee Notification \_\_\_\_\_ Date \_\_\_\_\_

Revised 5/02/06 /khs