

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: Dr. Rosetta LaFleur phone number 302 831-6139

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

Date: December 3, 2010

Action: Clarify fit of Fashion Merchandising program with Arts & Sciences breadth requirements; revise major

(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 Fall 2011
(use format 04F, 05W)

Current degree B.S. in Fashion Merchandising
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

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

Proposed name: N/A
Proposed new name for revised or new major / minor / concentration / academic unit (if applicable)

Revising or Deleting:

Undergraduate major / Concentration: Fashion Merchandising (FM)
(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 in 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.”

N/A None

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

The BS in fashion merchandising (FM) is interdisciplinary, supported by foundations in aesthetics and art, business and economics, chemistry, history, sociology, and psychology (Goal 5). Students in Fashion Merchandising are provided many opportunities to develop their oral, written and visual communication skills (Goal 1). Content throughout the programs on topics of social responsibility and sustainability in the field engage the students in questions of ethics and their responsibility to society (Goal 4). The apparel industry is truly a global one; students gain an international perspective (Goal 10) through content in several required courses, as well as the study abroad opportunities and two multicultural courses in the department. In FM, students study the planning, production, promotion, and distribution of products in fashion industries to meet consumer need and demand. The program develops students who can think critically to solve problems in the planning, buying, and sourcing of fashion products (Goal 2).

Identify other units affected by the proposed changes:

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

Affected units are the College of Education and Public Policy that lost majors and the College of Arts & Sciences that gained majors. The faculty of the Department of Fashion and Apparel Studies unanimously approved the move (see attached resolution). The College of Arts & Sciences Faculty Senate voted in favor and the resolution was moved forward by Dean George Watson.

The Accounting department supports the addition of ACCT 200 as an option in the curriculum.

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

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

The move of the Department of Fashion and Apparel Studies from the College of Education and Public Policy to a Department with the same name in the College of Arts & Sciences increased alignment between the Department and its College. The Department of Fashion and Apparel Studies is interdisciplinary with strong ties to the social sciences, business, and design, and which is also deeply engaged with sustainability and international initiatives. The Department seeks to continue the excellence of its undergraduate programs in apparel design and fashion merchandising, strengthen interdisciplinary collaborations, and deepen its graduate education and research. The College of Arts & Sciences offers many potential opportunities related to all these interests.

This document provides evidence to the Academic Affairs committee that the Breadth Requirements in the Fashion Merchandising curriculum are well matched with those of other Bachelor of Science programs in the College. Changes introduced in the FM curriculum include:

- Specified courses to fulfill university breadth requirements. Because FASH courses are included in the Arts and Science Groups A and B breadth lists, *a clause is added to indicate that a FASH course cannot be used to fulfill university breadth Group A and Group B requirement.*
- Addition of sentence that specifies that A& S Second Writing requirement must be taken after completion of 60 credits.
- COMM 255 Fundamentals of Communications is no longer offered, thus it has been removed as a choice from the program and replaced by *COMM 212 Oral Communications in Business.*
- Inclusion the requirement for completion of an intermediate level course or higher or Exemption for foreign language.
- To meet Group A breadth requirement *FASH 133-Fashion Art Studio* is designated as a Creative Arts and Humanities elective. This course is required the FM major. An additional three (3) credits are selected from Arts and Science Group A breadth list.
- To meet Group B breadth requirement three (3) credits are selected from Arts and Science Group B breadth list and an additional three (3) credits are selected from among three costume history courses in the FASH department. FM requires *one* costume history course.
- PSYC 100, SOCI 201 and ECON 151 are required in the Fashion Merchandising major. These nine (9) credits are assigned to GROUP C to fulfill the social and behavioral science breadth requirement.
- Requirement of minimum grade of C- for MATH and for all required FASH courses and supporting business courses ensures quality graduates.
- *ACCT 200-Survey of Accounting* (4 cr.) is a requirement for the Business Administration minor. This change is introduced to provide the required course option for FM majors with a Business Administration minor.
- An increase in the total minimum credits to align with the College of Arts and Science total minimum credits of 124.

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.)

Proposed changes to the FM curriculum that are outlined above are included on the next page in the side by side comparison with the current curriculum.

<p>DEGREE: BACHELOR OF SCIENCE MAJORS: FASHION MERCHANDISING (FM) In the Department of Fashion and Apparel Studies both the FM and Apparel Design curricula consist of a core supplemented by courses specific to each major, facilitating a double major or transfer from either major to the other.</p> <p>CURRICULUM CREDITS UNIVERSITY REQUIREMENTS ENGL 110 Critical Reading and Writing 3 (minimum grade C-)</p> <p>English Writing course 3 Selected from courses approved for Arts and Sciences second writing requirement</p> <p>MAJOR REQUIREMENTS</p> <p>Arts and Sciences Group B elective 3 COMM 255 Fundamentals of Communication or COMM 212 Oral Communication in Business 3</p> <p>Two Modern foreign language courses 4-8 Students with fewer than two high school years of a particular foreign language will be placed in a 105 language course and will then take 105-106. Students with two or three years of a particular language will be placed in a 106 language course and will then take 106-107. Students with more than four years will be placed in a 107 language course and, upon completing 107, will be advised, but not required, to take a 200-level language course. Students with four or more high school years of a foreign language may attempt to fulfill the requirement by taking an exemption examination and will then be advised, but not required, to take a 200-level language course</p> <p>CHEM 101 General Chemistry 4 CHEM 102 General Chemistry 4 MATH 114 or MATH 115, or higher level/equivalent 3 ECON 151 Introduction to Microeconomics: Prices and Markets 3 PSYC 100 General Psychology 3 SOC 201 Introduction to Sociology 3 FASH 114 Fashion Style and Culture 3 FASH 215 Fundamentals of Textiles I 3 FASH 218 Fashion Merchandising 3 FASH 220 Fundamentals of Textiles II 3 Costume History course 3 FASH 325 Multimedia Fashion Presentations 3 FASH 365 Fashion Merchandising and Apparel Design Seminar 1 FASH 419 Social-Psychological Aspects of Clothing 3 FASH 455 Global Apparel and Textile Trade and Sourcing 3 FASH 210 Seminar on Fashion Sustainability 3 FASH 133 Fashion Art Studio 3 FASH 380 Product Development 3</p> <p>CORE CURRICULUM COURSE CREDITS TO TOTAL 74 ADDITIONAL FASHION MERCHANDISING CURRICULUM</p>	<p>DEGREE: BACHELOR OF SCIENCE MAJOR: FASHION MERCHANDISING (FM) Both the APD and FM curricula consist of a core supplemented by courses specific to each major, facilitating a double major or transfer from either major to the other.</p> <p>CURRICULUM CREDITS University Requirements Min. grade C ENGL 110 Critical Reading and Writing (3) (minimum grade C-) First Year Experience FASH 114 Fashion Style and Culture minimum grade C- (3) UNIV 101 (1) Discovery Learning Experience (minimum grade C-) (3) FASH 419 Soci-Psychological Aspect of Clothing</p> <p>Multicultural Course (3)</p> <p>University Breadth Requirements - <i>Min. grade C-</i> (Only for students matriculating fall 2010 or later) Creative Arts and Humanities¹ (3) Three credits selected from A&S Group A Breadth list (Cannot select FASH course from this list) History and Cultural Change¹ (3) Three credits selected from A&S Group B Breadth list (Cannot select FASH course from this list) Social and Behavioral Sciences¹ (3) ECON 151 Introduction to Microeconomics Mathematics, Natural Sciences and Technology¹ (4) CHEM 101 General Chemistry</p> <p>COLLEGE REQUIREMENTS (minimum grade C-)</p> <p>Second Writing Requirement 3 This course must be taken after completion of 60 credit hours. Appropriate writing courses are normally designated in the semester's Registration Booklet. (See list of courses approved for Arts & Sciences second writing requirement)</p> <p>MATH 114, MATH 115, or higher level/equivalent 3 (minimum grade C-)</p> <p>Foreign Language (0-12) Completion of intermediate level course or higher or Exemption</p> <p>COLLEGE OF ARTS AND SCIENCES BREADTH REQUIREMENTS (minimum grade C-) The College Breadth Requirements are in addition to the University Breadth Requirement. Up to 3 credits from each of the University Breadth Requirement categories may be used to simultaneously satisfy these College of Arts and Sciences Breadth Requirements. A total of twenty-one credits from Groups A, B, C is required with a minimum of six credits in each group. The six credits from each group could be from the same area</p> <p>Group A Creative Arts and Humanities FASH 133 Fashion Art Studio 3 Three credits selected from A&S Breadth list 3</p> <p>Group B History and Cultural Change Three credits selected from A&S Breadth list 3 Three credits of Costume History selected from FASH 213, FASH 214 or FASH 224 3</p> <p>Group C Social and Behavioral Sciences PSYC 100 General Psychology 3 ECON 151 Introduction to Microeconomics Prices and Markets 3 SOC 201 Introduction to Sociology 3</p> <p>Group D Mathematics, Natural Sciences, and Technology Science with lab CHEM 101 General Chemistry 4 CHEM 102 General Chemistry 4</p>
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MAJOR REQUIREMENTS	MAJOR REQUIREMENTS (minimum grade C-)
ACCT 207 Accounting I or FASH 217 Accounting Practice for Merchandise 3 MISY 160 Business Computing: Tools and Concepts 3 ACCT 352 Law and Social Issues in Business 3 BUAD 301 Introduction to Marketing 3 BUAD 309 Management and Organizational Behavior 3 BUAD 471 Advertising Management 3 BUAD 474 Marketing Channels and Retailing 3 ECON 152 Introduction to Macroeconomics 3 FASH 355 International Fashion Consumers and Retailers 3 FASH 418 Merchandise Planning 3 FASH 420 Assortment Planning and Sourcing and Buying 3 FASH 430 Apparel Brand Management and Marketing 3	COMM 212 Oral Communication in Business 3 FASH 210 Seminar on Fashion & Sustainability 3 FASH 215 Fundamentals of Textiles I 3 FASH 218 Fashion Merchandising 3 FASH 220 Fundamentals of Textiles II 3 FASH 325 Multimedia Fashion Presentations 3 FASH 355 International Fashion Consumers and Retailers 3 FASH 365 Fashion Merchandising and Apparel Design Seminar 1 FASH 380 Product Development 3 FASH 455 Global Apparel and Textile Trade and Sourcing 3 FASH 418 Merchandise Planning 3 FASH 420 Assortment Planning and Sourcing and Buying 3 FASH 430 Apparel Brand Management and Marketing 3 FASH 217 Accounting Practice for Merchandise 3-4 or ACCT 207 Accounting I or ACCT 200 Survey of Accounting ACCT 352 Law and Social Issues in Business 3 ECON 152 Introduction to Macroeconomics 3 MISY 160 Business Computing: Tools and Concepts 3 BUAD 301 Introduction to Marketing 3 BUAD 309 Management and Organizational Behavior 3 BUAD 471 Advertising Management 3 BUAD 474 Marketing Channels and Retailing 3
<p>ELECTIVES After required courses are completed; sufficient elective credits must be taken to meet the minimum credits required for the degree.</p> <p>May include Military Science, Music, or Physical Education (Only two credits of activity-type Physical Education and four credits of Music ensemble and four credits of 100- and 200-level courses in Military Science/Air Force may be counted toward the degree).</p>	<p>ELECTIVES After required courses are completed; sufficient elective credits must be taken to meet the minimum credits required for the degree.</p> <p>May include Military Science, Music, or Physical Education (Only two credits of activity-type Physical Education and four credits of Music ensemble and four credits of 100- and 200-level courses in Military Science/Air Force may be counted toward the degree).</p>
<p>CREDITS TO TOTAL A MINIMUM OF 120</p>	<p>CREDITS TO TOTAL A MINIMUM OF 124</p>

CHECK SHEET FOR B.S. DEGREE REQUIREMENTS (for students entering in Fall 2010 or later)

124 Credit Hours Required

University Requirements

- ENGL 110* - *Min. grade C-* (3)
- First Year Experience
FASH 114 Fashion Style and Culture (3)
UNIV 101 (1)
- Discovery Learning Experience
FASH 419 Soci-Psychological Aspect of Clothing (3)
- Multicultural Course (3)
- University Breadth Requirements - *Min. grade C- (Only for students matriculating fall 2010 or later)*
 - Creative Arts and Humanities¹ (3)
Three credits selected from A&S Group A Breadth list
(*Cannot select FASH course from this list*)
 - History and Cultural Change¹ (3)
Three credits selected from A&S Group B Breadth list
(*Cannot select FASH course from this list*)
 - Social and Behavioral Sciences¹ (3)
ECON 151 Introduction to Microeconomics
 - Mathematics, Natural Sciences and Technology¹ (4)
CHEM 101 General Chemistry

(Students must represent 4 different academic departments in fulfillment of the University Breadth requirements. Students may not use courses from their major department to satisfy University Breadth requirements.)

College of Arts & Sciences Requirements

College of Arts and Sciences Skills Requirements

- Second Writing Course - *Min. grade C-* (3)
Course must be taken after completion of at least 60 college credits in order to satisfy the requirement.
- Mathematics* (3-4)
 - MATH 113, 127, 114, 115 or 117 (3-4)
or
 - MATH 210 or 230, 221 or 241 or higher (3-4)
(*But not all higher level MATH courses apply. See Catalog for the list of restrictions.*)
 - Pass Proficiency Test (0)
- Foreign Language (0-12)
Completion of intermediate level course or higher or Exemption

College of Arts and Breadth Requirements - *Min. grade C-*

- Group A. Creative Arts & Humanities
FASH 133 Fashion Art Studio (3)
Three credits selected from A&S Breadth list (3)

*Minimum (6) credits in at least two programs*²

- Group B. History and Cultural Change
Three credits selected from A&S Breadth list (3)
Three credits of Costume History selected from FASH 213, FASH 214 or FASH 224 (3)
*Minimum (6) credits in at least two programs*²
- Group C. Social and Behavioral Sciences
ECON 151 Introduction to Microeconomics (3)
PSYC 100 General Psychology (3)
SOC 201 Introduction to Sociology (3)
*Minimum (9) credits in at least two programs*²
- Group D. Mathematics, Natural Sciences, and Technology
Science with lab
CHEM 101 General Chemistry (4)
CHEM 102 General Chemistry (4)
Minimum (8) credits

Major Requirements (minimum grade C-)

Courses	Credits
COMM 212 Oral Communication in Business	(3)
FASH 210 Seminar on Fashion & Sustainability	(3)
FASH 215 Fundamentals of Textiles I	(3)
FASH 218 Fashion Merchandising	(3)
FASH 220 Fundamentals of Textiles II	(3)
FASH 325 Multimedia Fashion Presentations	(3)
FASH 355 Internl .Fashion Consumers and Retailers	(3)
FASH 365 Fash.Merch & Apparel Design Seminar	(1)
FASH 380 Product Development	(3)
FASH 455 Global Apparel & Textile Trade & Source	(3)

FASH 418 Merchandise Planning	(3)
FASH 420 Assortment Planning and Sourcing and Buying	(3)
FASH 430 Apparel Brand Management and Marketing	(3)
FASH 217 Accounting Practice for Merchandise	(3-4)
or	
ACCT 207 Accounting I	
or	
ACCT 200 Survey of Accounting	
ACCT 352 Law and Social Issues in Business	(3)
MISY 160 Business Computing: Tools and Concepts	(3)
BUAD 301 Introduction to Marketing	(3)
BUAD 309 Management and Organizational Behavior	(3)
BUAD 471 Advertising Management	(3)
BUAD 474 Marketing Channels and Retailing	(3)
ECON 152 Introduction to Macroeconomics	(3)

Elective Courses

Electives courses to total minimum 124 credits

*ENGL110 and the Mathematics requirement must be completed by the time a student has earned 60 credits. Students who transfer into the College of Arts & Sciences with 45 credits or more must complete these requirements within two semesters.

- University Breadth requirements must total 12 credits (3 cr. from each group). Each group within University breadth must represent a different subject area and may not be cross-listed. No courses used for University Breadth may be from the student's major department. A lab course is not required to satisfy the University Group D requirement. The minimum grade for all University Breadth Courses is C-.
- If two courses in a group (A, B, C or D) have been taken in the same department or program, a third course cross-listed with that program will not satisfy the distribution requirement of "at least two programs." Up to 3 credits from each of the University Breadth Requirement categories may be used to simultaneously satisfy the College of Arts and Sciences Breadth Requirements. The minimum grade for all College of Arts and Sciences Breadth courses is C-.