

# 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:** FEB 24, 2011

**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:

- 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.
- 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 a 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.**

CURRENT	REVISED
<b>DEGREE: BACHELOR OF SCIENCE</b>	<b>DEGREE: BACHELOR OF SCIENCE</b>
<b>MAJORS: FASHION MERCHANDISING (FM)</b>	<b>MAJOR: FASHION MERCHANDISING (FM)</b>
<del>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.</del>	The APD and FM curricula consist of a common fashion core supplemented by courses specific to each major.
<b>CURRICULUM</b>	<b>CURRICULUM</b>
<b>CREDITS</b>	<b>CREDITS</b>
<b>UNIVERSITY REQUIREMENTS</b> <i>Min. grade C</i>	<b>UNIVERSITY REQUIREMENTS</b>
ENGL 110 Critical Reading and Writing (minimum grade C-)	ENGL 110 Critical Reading and Writing (minimum grade C-)
3	3
English Writing course <del>Selected from courses approved for Arts and Sciences second writing requirement</del>	First Year Experience (FYE) <i>See your advisor for a planning guide.</i>
3	0-4
<b>MAJOR REQUIREMENTS</b>	University Breadth Requirements (minimum grade C-) 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. <i>See your advisor for a planning guide.</i>
Arts and Sciences Group B elective	12
3	Discovery Learning Experience (DLE) <i>See your advisor for a planning guide.</i>
3	3
<del>COMM 255 Fundamentals of Communication</del> or COMM 212 Oral Communication in Business	Multicultural Course <i>See your advisor for a planning guide.</i>
3	3
	<b>COLLEGE REQUIREMENTS</b>
	Second Writing Course (minimum grade C-) 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)
	3
	MATH 114, MATH 115, or higher level/equivalent (minimum grade C-)
	3
<del>Two Modern foreign language courses 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</del>	Foreign Language Completion of intermediate level course or higher or Exemption
4-8	(0-12)
CHEM 101 General Chemistry	<b>COLLEGE BREADTH REQUIREMENTS</b> (minimum grade C-) The College Breadth Requirements are in addition to the University Breadth Requirement. 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
4	One course from each of these groups will satisfy University Breadth Requirements. A minimum grade of C-required in courses to count as University Breadth Requirements.
CHEM 102 General Chemistry	<b>Group A Creative Arts and Humanities</b>
4	Three credits selected from A&S Breadth list
MATH 114 or MATH 115, or higher level/equivalent	FASH 133 Fashion Art Studio
3	3
ECON 151 Introduction to Microeconomics: Prices and Markets	<b>Group B History and Cultural Change</b>
3	Three credits selected from A&S Breadth list
PSYC 100 General Psychology	Three credits of Costume History selected from FASH 213, FASH 214 or FASH 224
3	3
SOCI 201 Introduction to Sociology	<b>Group C Social and Behavioral Sciences</b>
3	PSYC 100 General Psychology
FASH 114 Fashion Style and Culture	ECON 151 Introduction to Microeconomics Prices and Markets
3	3
FASH 215 Fundamentals of Textiles I	SOCI 201 Introduction to Sociology
3	3
FASH 218 Fashion Merchandising	<b>Group D Mathematics, Natural Sciences, and Technology</b>
3	CHEM 101 General Chemistry
FASH 220 Fundamentals of Textiles II	CHEM 102 General Chemistry
3	4
Costume History course	4
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	
CORE CURRICULUM COURSE CREDITS TO TOTAL	
74	
<b>ADDITIONAL FASHION MERCHANDISING CURRICULUM</b>	

CURRENT		REVISED	
<b>MAJOR REQUIREMENTS</b>		<b>FASHION DEPARTMENT CORE REQUIREMENTS</b> (minimum grade C-)	
FASH 355 International Fashion Consumers and Retailers	3	FASH 210 Seminar on Fashion & Sustainability	3
FASH 418 Merchandise Planning	3	FASH 215 Fundamentals of Textiles I	3
FASH 420 Assortment Planning and Sourcing and Buying	3	FASH 218 Fashion Merchandising	3
FASH 430 Apparel Brand Management and Marketing	3	FASH 220 Fundamentals of Textiles II	3
		FASH 325 Multimedia Fashion Presentations	3
		FASH 365 Fashion Merchandising and Apparel Design Seminar	1
		FASH 380 Product Development	3
		FASH 419 Social-Psychological Aspects of Clothing	3
		FASH 455 Global Apparel and Textile Trade and Sourcing	3
		COMM 212 Oral Communication in Business	3
		<b>FASHION MERCHANDISING MAJOR</b> (minimum grade C)	
		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
FASH 217 Accounting Practice for Merchandise or ACCT 207 Accounting I	3	FASH 217 Accounting Practice for Merchandise or ACCT 207 Accounting I	3-4
		<b>ACCT 200 Survey of Accounting</b>	
MISY 160 Business Computing: Tools and Concepts	3	MISY 160 Business Computing: Tools and Concepts	3
ACCT 352 Law and Social Issues in Business	3	ACCT 352 Law and Social Issues in Business	3
BUAD 301 Introduction to Marketing	3	BUAD 301 Introduction to Marketing	3
BUAD 309 Management and Organizational Behavior	3	BUAD 309 Management and Organizational Behavior	3
BUAD 471 Advertising Management 3	3	BUAD 471 Advertising Management 3	3
BUAD 474 Marketing Channels and Retailing	3	BUAD 474 Marketing Channels and Retailing	3
ECON 152 Introduction to Macroeconomics	3	ECON 152 Introduction to Macroeconomics	3
<b>ELECTIVES</b>		<b>ELECTIVES</b>	
After required courses are completed; sufficient elective credits must be taken to meet the minimum credits required for the degree. 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)		After required courses are completed; sufficient elective credits must be taken to meet the minimum credits required for the degree. 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)	
<b>CREDITS TO TOTAL A MINIMUM OF</b>	<del>120</del>	<b>CREDITS TO TOTAL A MINIMUM OF</b>	<b>124</b>

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

Department Chairperson \_\_\_\_\_ Date \_\_\_\_\_

Dean of College \_\_\_\_\_ Date \_\_\_\_\_

Chairperson, College Curriculum Committee \_\_\_\_\_ Date \_\_\_\_\_

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 Affairs & International Programs \_\_\_\_\_ Date \_\_\_\_\_

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

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

Revised 02/09/2009 /khs