

**UNIVERSITY FACULTY SENATE FORMS****Revised 3-12-10****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:** Rosetta LaFleur phone number 831-6139

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

**Date:** October 21, 2009

**Action:** Revision of Major/Minor  
(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** 10F  
(use format 04F, 05W)

**Current degree:** BS and MS  
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

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

**Proposed name:** 4 + 1 Fashion Studies  
Proposed new name for revised or new major / minor / concentration / academic unit  
(if applicable)

**Revising or Deleting:**

**Undergraduate major / Concentration** Fashion Merchandising (*Revising to include an option for 4+1*)  
(Example: Applied Music – Instrumental degree BMAS)

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

**Graduate Program Policy statement change:** Adapting the MS Policy statement to develop a version for the 4+1  
(**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")

None

**Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education:**

<http://www.ugs.udel.edu/gened/>

The fashion merchandising (FM) undergraduate program is an interdisciplinary supported by foundations in aesthetics and art, business and economics, chemistry, history, sociology, and psychology (Goal 5). 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). Students are provided many opportunities to develop their oral, written and visual communication skills (Goal 1). Content throughout the program on topics of social responsibility and sustainability in the field engages 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.

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

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

None

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

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

The 4+1 program allows FM majors who desire more education than the undergraduate major can provide to complete a master's degree in half the time. By accelerating attainment of a master's degree which includes writing a thesis, students will be provided with expanded opportunities for attaining effective written communication skills (Goal 1 of UD's general education goals), opportunities to think critically to solve problems (Goal 2), opportunities to work independently (Goal 3) and an opportunity to gain research experience with faculty scholars. A Master of Science in Fashion Studies may result in expanded opportunities for career growth in fashion, apparel, retail and related industries.

Additional student benefits include:

- ✓ Earn admission to the graduate program in the junior year;
- ✓ The GRE can be waived if students has a 3.5 GPA or higher;
- ✓ Save 1 year of graduate tuition;
- ✓ Option to take graduate courses as undergraduate and to interact with future graduate peers;
- ✓ Through careful choice of elective courses will need as few as 19 additional credits

**Include a side-by-side comparison** of the credit distribution before and after the proposed change. Show the new or revised curriculum as it should appear in the Course Catalog.

<b>CURRENT B.S. FASHION MERCHANDISING</b>		<b>4+1 CURRICULUM</b>	
<b>UNIVERSITY REQUIREMENTS</b>		<b>UNIVERSITY REQUIREMENTS</b>	
ENGL 110Critical Reading and Writing	3	ENGL 110Critical Reading and Writing	3
First Year Experience (FYE)	4	First Year Experience (FYE)	4
Discovery Learning Experience (DLE)	3	Discovery Learning Experience (DLE)	3
Multi-cultural Course	3	Multi-cultural Course	3
<b>MAJOR REQUIREMENTS</b>		<b>MAJOR REQUIREMENTS</b>	
English Writing course	3	English Writing course	3
Arts and Sciences Group B elective	3	Arts and Sciences Group B elective	3
COMM 212Oral Communication in Business	3	COMM 212Oral Communication in Business	3
Two Modern foreign language courses	4-8	Two Modern foreign language courses	4-8
CHEM 101General Chemistry	4	CHEM 101General Chemistry	4
CHEM 102General Chemistry	4	CHEM 102General Chemistry	4
MATH 114or MATH 115, or higher level/equivalent	3	MATH 114or MATH 115, or higher level/equivalent	3
ECON 151Intro to Microeconomics: Prices& Markets	3	ECON 151Intro to Microeconomics: Prices& Markets	3
PSYC 100General Psychology	3	PSYC 100General Psychology	3
SOCI 201Introduction to Sociology	3	SOCI 201Introduction to Sociology	3
FASH 114Fashion Style and Culture	3	FASH 114Fashion Style and Culture	3

FASH 215 Fundamentals of Textiles I	3	FASH 215 Fundamentals of Textiles I	3
FASH 218 Fashion Merchandising	3	FASH 218 Fashion Merchandising	3
FASH 220 Fundamentals of Textiles II	3	FASH 220 Fundamentals of Textiles II	3
Costume History course	3	Costume History course	3
FASH 325 Multimedia Fashion Presentations	3	FASH 325 Multimedia Fashion Presentations	3
<del>FASH 365 Fashion Studies Seminar</del>	<del>1</del>	<b>FASH 665 Fashion Studies Seminar</b>	<b>1</b>
FASH 419 Social-Psychological Aspects of Clothing	3	FASH 419 Social-Psychological Aspects of Clothing	3
<del>FASH 455 Textile and Apparel in Global Economy</del>	<del>3</del>	<b>FASH 655 Textile &amp; Apparel in Global Economy</b>	<b>3</b>
FASH 210 Seminar on Fashion Sustainability	3	FASH 210 Seminar on Fashion Sustainability	3
FASH 133 Fashion Art Studio	3	FASH 133 Fashion Art Studio	3
FASH 380 Product Development	3	FASH 380 Product Development	3
<b>CORE CURRICULUM COURSE CREDITS</b>	<b>74</b>	<b>CORE CURRICULUM COURSE CREDITS</b>	<b>74</b>
<b>ADDITIONAL FASHION MERCHANDISING CURRICULUM</b>		<b>ADDITIONAL FASHION MERCHANDISING CURRICULUM</b>	
<b>MAJOR REQUIREMENTS</b>		<b>MAJOR REQUIREMENTS</b>	
ACCT 200 Survey of Accounting, 207 Accounting or		ACCT 200 Survey of Accounting, 207 Accounting or	
FASH 217 Accounting Practice for Merchandise	3	FASH 217 Accounting Practice for Merchandise	3
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	BUAD 471 Advertising Management	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
FASH 355 Internat. Fashion Consumers and Retailers	3	FASH 355 Internat. Fashion Consumers and Retailers	3
FASH 418 Merchandise Planning	3	FASH 418 Merchandise Planning	3
FASH 420 Assortment Planning, Sourcing & Buying	3	FASH 420 Assortment Planning, Sourcing and Buying	3
<del>FASH 430 Apparel Brand Management &amp; Marketing</del>	<del>3</del>	<b>FASH 630 Apparel Brand Management &amp; Marketing</b>	<b>3</b>
		<b>IFST 615 Research Methods</b>	<b>3</b>
		or <b>EDUC 607 Educational Research Procedures</b>	<b>3</b>
		<b>FASH 800 Research Analysis in Fashion Studies</b>	<b>3</b>
<b>ELECTIVES</b> After required courses are completed, sufficient elective credits must be taken to meet the minimum credits required for the degree.		<b>ELECTIVES</b> After required courses are completed, sufficient elective credits must be taken to meet the minimum credits required for the degree.	
<b>CREDITS TO TOTAL A MINIMUM OF:</b>	<b>120</b>	<b>CREDITS TO TOTAL A MINIMUM OF:</b>	<b>120</b>

#### 4+1 Course and Program Requirements

The Bachelor of Science degree in FM requires 120 credits. An additional 32 credits are required for the Master of Science degree. Undergraduate courses taken in the junior and senior years are combined to waive up to 13 credits of bachelor degree course requirements. In the freshmen and sophomore years and first semester of the junior year, students follow the FM curriculum as outlined in the undergraduate catalog. During the second semester of the junior year and the senior year a minimum of 13 graduate credits at the 600 and 800 levels will be completed. Upon completion of the 4-year undergraduate degree, students will immediately begin taking the remaining graduate credits over a 1-year period.

Students are admitted into the 4+1 program in the spring of the junior year. They will take 600/800 FASH courses (13 credits) during the remainder of their undergraduate careers according to the following sample schedule:

**Anticipated Admission/Applicants:** FASH anticipated 4-7 students joining the 4 + 1 program. Class and teaching resources are pre-existing; we anticipate ample resource of classes and faculty to successfully develop this program in addition to our undergraduate and graduate program.

### Spring of Junior Year

FASH 655 (3 cr.) Count as a substitute for FASH 455 *a required undergrad course*

In  
the

### Fall of Senior Year

IFST 615\* (3 cr.) Research Methods (*will count as undergrad elective*)

\* can also take EDUC 607 or equivalent research methods course

### Spring of Senior Year

FASH 665 (1 cr.) Fashion Studies Seminar (*taken twice, once as a required undergrad course*)

FASH 630 (3 cr.) Apparel Brand Management & Marketing (*Counts as a substitute for FASH 430 a required undergrad course*)

FASH 800 (3 cr.) Research Analysis in Fashion Studies

graduate year of study, students will take (19 credits) with no electives or substitutions for requirements in the following sample sequence:

### Fall Semester of Graduate Program

EDUC 665 (3 cr.) Elementary Statistics (or equivalent)

FASH 822 (3 cr.) Global Fashion Consumer

FASH 689 (1 cr.) Apparel Supply Chains & Social Responsibility

FASH 691 (1 cr.) Socially Responsible Apparel: Global Policy

FASH 692\*\* (1 cr.) Sustaining Global Apparel Supply Chains

\*\*or FASH 695 Bringing Social Responsibility to Apparel Corporate Culture

### Spring Semester of Graduate Program

FASH 665 (1 cr.) Fashion Studies Seminar (taken twice)

FASH 825 (3 cr.) Interdisciplinary Approaches to Creative Problem Solving

FASH 869 (6 cr.) Thesis

The total credits for the B.S. and M.A. are 139. The B.S. degree is awarded upon completion of 120 credits.

## 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 \_\_\_\_\_

