

# 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:** Belinda T. Orzada phone number 831-8709

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

**Action:** Revise Fashion Merchandising 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** 09F  
(use format 04F, 05W)

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

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

**Proposed name:** \_\_\_\_\_  
(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")

New courses in the Fashion Merchandising program include:

FASH 133 *Fashion Art Studio* - Students explore basic design elements and principles, develop creative design studio skills, and apply them to apparel design and merchandising specific solutions.

FASH 210 *Seminar on Fashion and Sustainability* - Introduction to the emerging cannon of theory and practice regarding Sustainability as it relates to fashion. Course is centered on four components of Sustainability and Social Responsibility: Labor, Environment, Consumption and Body Image.

FASH 355 *International Fashion Consumers and Retailers* - Global and country specific factors that impact distribution systems for and consumption of fashion related products. Understanding consumers of fashion products within a global context and motivations for pursuing a global marketing and retailing strategy.

FASH 380 Product *Development* - explores the interrelated roles of designer and retail merchandiser in the product development process. Emphasizes development of fashion products that support fashion merchandising, marketing, and branding strategies. Exposure to product development and management tools used in product research, design, development, production and distribution.

FASH 210 *Seminar on Fashion and Sustainability* was developed to introduce our students to concepts of social responsibility and sustainability critical to the field, which are then integrated into several higher-level courses. This course supports learning goals directed at producing graduates aware of and able to act with accountability toward issues of social responsibility and sustainability. FASH 133 *Fashion Art Studio* is designed to meet the goal that students understand and apply design elements/principles to the design and critique of apparel and to the presentation of apparel/fashion products. FASH 380 Product *Development* will provide a foundation of understanding fashion product development as an interrelated process dependent on the expertise of both majors. These three courses will be required for both majors in the department. One additional new course, FASH 355 *International Fashion Consumers and Retailers*, will meet goals for Fashion Merchandising students by integrating content specific to the global fashion business.

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

Fashion and Apparel Studies is an interdisciplinary field supported by foundations in aesthetics and art, business and economics, chemistry, history, sociology, and psychology (goal 5). In the Fashion Merchandising undergraduate program, students study the planning, production, promotion, and distribution of products in fashion industries to meet consumer need and demand. The Fashion Merchandising 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”)

We are deleting the ART 129 requirement. Four sections of this course per year have been taught by S-Contract faculty and paid for by our department for 10+ years. This change should not affect the Art Department’s regular course offerings or faculty lines. The Art Department has been made aware of this change. Documentation attached.

**Describe the rationale for the proposed program change(s):**  
(Explain your reasons for creating, revising, or deleting the curriculum or program.)

The proposed program changes are the result of an internal curriculum review examining departmental learning goals. The four new courses replace four existing courses in the Fashion Merchandising curriculum. There is no increase in credit hours required to graduate. FASH 133 replaces ART 129; FASH 210 replaces FASH 110; FASH 355 replaces FASH 318; and FASH 380 replaces FASH 222. FASH 133 and 380 refine and replace courses of similar content. FASH 110 has overlapping content with FASH 133, so is no longer needed. FASH 210 is new content that reinforces the department commitment to social responsibility and sustainability. Further revisions update existing required courses in the curriculum (FASH 325, 420, 430, and 455) to better address learning goals. Finally, the new curriculum shows the courses designated as the First Year Experience (LIFE 101 and FASH 114) and the Discovery Learning Experience (FASH 419).

**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.)

DEGREE: BACHELOR OFSCIENCE	
MAJOR: FASHION MERCHANDISING (FM)	
CURRICULUM CREDITS	
UNIVERSITY REQUIREMENTS	
ENGL 110 Critical Reading and Writing	
(minimum grade C-)	3
First Year Experience (see page 68)	0-4
Discovery Learning Experience (see page 68)	3
Three credits in an approved course or courses stressing multi-cultural, ethnic, and/or gender-related course content (see pages 69-71)	3
MAJOR REQUIREMENTS	
EnglishWritingcourse	3
Selected from courses approved for Arts and Sciences second writing requirement, page 93-95.	
Arts and Sciences Group B elective	3
COMM 255 Fundamentals of Communication	
or	
COMM 212 Oral Communication in Business	3
ART 129 Design in VisualArts	3
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.	
CHEM 101 General Chemistry	4
CHEM 102 General Chemistry	4
Math 114 or 115, or higher level/equivalent	3
ECON 151 Introduction to Microeconomics: Prices and Markets	3
PSYC 100 General Psychology	3

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SOCI 201 Introduction to Sociology. . . . .	3
<del>FASH 110 Seeing and Being in a Visual World. . . . .</del>	<del>3</del>
FASH 114 Fashion Style and Culture. . . . .	3
FASH 215 Fundamentals of Textiles I. . . . .	3
FASH 218 FashionMerchandising. . . . .	3
FASH 220 Fundamentals of Textiles II . . . . .	3
Costume History course. . . . .	3
FASH 325 Presentation Techniques. . . . .	3
FASH 365 Fashion Merchandising and Apparel Design Seminar . . .	1
FASH 419 Social-Psychological Aspects of Clothing . . . . .	3
FASH 455 Textiles and Apparel in the Global Economy. . . . .	3
CORE CURRICULUM COURSE CREDITS TO TOTAL. . . .	70-74
ADDITIONALFASHION MERCHANDISING CURRICULUM CURRICULUM CREDITS	
MAJOR REQUIREMENTS	
ACCT 207 Accounting I	
or	
FASH 217 Accounting Practice for Merchandise. . . . .	3
MISY 160 Introduction to Business Information Systems I . . . . .	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
<del>FASH 222 Apparel Product Analysis or</del>	
<del>FASH 122 Apparel Product Assembly. . . . .</del>	<del>3</del>
<del>FASH 318 Fashion Merchandising Products. . . . .</del>	<del>3</del>
FASH 418 Merchandise Planning. . . . .	4
FASH 420 Assortment Planning and Buying Studio. . . . .	2
FASH 430 Topics in Fashion Marketing and Promotion. . . . .	3
ELECTIVES	
After required courses are completed, sufficient elective credits must be taken to meet the minimum credits required for the degree.	
CREDITS TO TOTAL A MINIMUM OF. . . . .	120

New Curriculum

UNIVERSITY REQUIREMENTS	
ENGL 110 Critical Reading and Writing	
(minimum grade C-). . . . .	3
First Year Experience (two courses taken together)	
UNIV 101. . . . .	1
FASH 114 Fashion, Style and Culture. . . . .	3
Discovery Learning Experience (see page 68)	
FASH 419 Social-Psychological Aspects of Clothing. . . . .	3
Three credits in an approved course or courses stressing multi-cultural, ethnic, and/or gender-related course content (see pages 69-71) . . . . .	3
MAJOR REQUIREMENTS	
EnglishWritingcourse. . . . .	3
Selected from courses approved for Arts and Sciences second writing requirement, page 93-95.	
Arts and Sciences Group B elective. . . . .	3
COMM 255 Fundamentals of Communication	
or	
COMM 212 Oral Communication in Business. . . . .	3
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.	
CHEM 101 GeneralChemistry. . . . .	4
CHEM 102 General Chemistry . . . . .	4
Math 114 or 115, or higher level/equivalent . . . . .	3
ECON 151 Introduction to Microeconomics: Prices and Markets . . .	3
PSYC 100 General Psychology . . . . .	3
SOCI 201 Introduction to Sociology. . . . .	3
FASH 133 Fashion Art Studio . . . . .	3
FASH 210 Seminar on Fashion and Sustainability . . . . .	3
FASH 215 Fundamentals of Textiles I. . . . .	3
FASH 218 FashionMerchandising. . . . .	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 380 Product Development . . . . .	3
FASH 455 Global Apparel and Textile Trade and Sourcing . . . . .	3
CORE CURRICULUM COURSE CREDITS TO TOTAL. . . .	74
ADDITIONALFASHION MERCHANDISING CURRICULUM CURRICULUM CREDITS	
MAJOR REQUIREMENTS	
ACCT 207 Accounting I	
or	
FASH 217 Accounting Practice for Merchandise. . . . .	3
MISY 160 Introduction to Business Information Systems I . . . . .	3
ACCT 352 Law and Social Issues in Business . . . . .	3

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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, Sourcing and Buying	3
FASH 430 Apparel Brand Management and Marketing	3

ELECTIVES

After required courses are completed, sufficient elective credits must be taken to meet the minimum credits required for the degree. CREDITS TO TOTAL A MINIMUM OF. . . .  
. . . . . 120

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 10/23/2007 /khs