

LSC Use Only

Number: _____

Submission Date: _____

Action-Date: _____

SEP 25 2001

UWUCC USE Only

Number: _____

Submission Date: _____

Action-Date: UWUCC App 2/12/02

Senate App 2/26/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Mary E. Swinker Phone 7-3778

Department Human Development & Environmental Studies

II. PROPOSAL TYPE (Check All Appropriate Lines)

 COURSE _____
Suggested 20 character title

 New Course* _____
Course Number and Full Title

 Course Revision _____
Course Number and Full Title

 Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

 Course Deletion _____
Course Number and Full Title

 Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

 Course or Catalog Description Change _____
Course Number and Full Title

 PROGRAM: **Major** **Minor** **Track**

 New Program* _____
Program Name

 Program Revision* Fashion Merchandising _____
Program Name

 Program Deletion* _____
Program Name

 Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature]
Department Curriculum Committee

[Signature]
Department Chair

[Signature]
College Curriculum Committee

[Signature]
College Dean

[Signature]
+ Director of Liberal Studies (where applicable)

[Signature]
* Provost (where applicable)

1

Part II. Description of Curriculum Change

1. Description of curriculum change

A. Catalog description for proposed program

Fashion Merchandising

The Fashion Merchandising program provides course emphasis in clothing and human behavior, apparel production and analysis, textiles and quality control, apparel distribution, merchandising and promotion, global diversity, historic textiles and apparel, color and aesthetics, and apparel construction. Communications, problem solving, group project organization, professional presentation, and analytical and critical thinking skills are incorporated in course content. The Eberly College of Business and Information Technology complements the Fashion Merchandising major by providing study in one of the three options: Business Administration, Marketing, and Small Business Management.

A cooperative program between IUP and the Fashion Institute of Technology in New York City allows students to study one of seven majors: accessories design, advertising and communications, advertising design, fashion design, manufacturing management, textile/surface design, and textile development and marketing.

Graduates of the Fashion Merchandising program are being prepared for entry-level positions such as manufacturer's sales representative, production assistant, ready-to-wear quality control analyst, textile testing laboratory technician, management trainee leading to position of store manager, executive/merchandising trainee leading toward position of buyer/merchandise manager, museum curator assistant, personal color consultant, and personalized shopping specialist for an upscale retail firm.

Bachelor of Science - Fashion Merchandising

54-56

Liberal Studies: As outlined in Liberal Studies section with the following specification:

Mathematics: MATH 101 or higher level MATH course

Natural Science: CHEM 101-102

Social Sciences: ECON 121; PSYC 101; GEOG 104 or ANTH 110 or 211

Liberal Studies Electives: BTED/COSC/IFMG 101; ECON 122; MATH 214 or 217; no course with FSMR prefix

Major:

39

Required Courses:

FSMR 110	Introduction to Fashion	3sh
FSMR 112	Fundamentals of Clothing Construction	3sh
FSMR 314	Textiles	3sh
FSMR 350	Apparel Industry I	3sh
FSMR 360	Apparel Industry II	3sh
FSMR 385	Ready-to-Wear Analysis	3sh
FSMR 434	Quality Control in Textiles /W/	3sh

FSMR 456	Historic Costume	3sh
FSMR 480	Seminar in Fashion Merchandising	3sh

Controlled Electives:

Four courses from list: FSMR 212, 252, 281, 303,
FSMR 356, 357, 433, 453, 454, 455, 481, 482, INDS 205 12sh

Additional Requirements:

21-24

Required Courses:

ACCT 201 Accounting Principles I	3sh
MKTG 320 Principles of Marketing	3sh
JRNL 120 or ENGL 310 Journalistic Writing or Public Speaking	3sh

Students will complete courses in one of the following options: 12-15sh

Option 1: Business Administration Minor (15sh)

ACCT 202, FIN 310, MGMT 310, select two from BTST 321, BLAW 235, IFMG 300

(Note: students must meet all minor requirements listed in catalog)

Option 2: Marketing (12sh)

MKTG 321, select three- three credit 400 level Marketing classes

Option 3: Small Business Management (12sh)

MGMT 275, 325 (1), select two from MGMT 300, 310, 350, 403 (2)

Free Electives:

5-10

Total Degree Requirements:

124

(1) Prerequisites to be waived

(2) Student will need to take ACCT 202 and 300

Part II. Description of Curriculum Change**2. Summary of changes****A. Tables comparing old and new programs****1) FASHION MERCHANDISING****Current Program**

Liberal Studies: As outlined in **54-56**
 Liberal Studies section with the following
 specifications:

Mathematics:
 MATH 101 or higher level MATH course

Natural Sciences:
 CHEM 101-102

Social Sciences:
 ECON 121;
 GEOG 104 or PSYC 101;
 ANTH 110 or 211 or SOC 151

Liberal Studies Electives:
 BTED/COSC/IFMG 101;
 ECON 122;
 MATH 214 or 217;
 no course with FSMR prefix

Major:	39
Required Courses:	
FSMR 110 Introduction to Fashion	3sh
FSMR 112 Fund. Cloth Construction	3sh
FSMR 314 Textiles	3sh
FSMR 350 Apparel Industry I	3sh
FSMR 385 Ready-to-Wear Analysis	3sh
FSMR 434 Quality Control in Text /W/	3sh
FSMR 450 Apparel Industry II	3sh
FSMR 456 Historic Costume	3sh
FSMR 480 Seminar in Fashion Merchandising	3sh

Controlled Electives:	
Four courses from list:	
FSMR 212, 252, 281, 303, 357, 433, 453, 454, 455, 457, 481, 482, INDS 205	12sh

Additional Requirements	21-24
Required Courses:	
ACCT 201 Accounting Prin I	3sh
MKTG 320 Prin of Marketing	3sh
JRNL 120 or ENGL 310 Journalistic Writing or Public Speaking	3sh

Proposed Program

Liberal Studies: As outlined in **54-56**
 Liberal Studies section with the following
 specifications:

Mathematics:
 MATH 101 or higher level MATH course

Natural Sciences:
 CHEM 101-102

Social Sciences:
 ECON 121;
 PSYC 101;
 GEOG 104 or ANTH 110 or 211

Liberal Studies Electives:
 BTED/COSC/IFMG 101;
 ECON 122;
 MATH 214 or 217;
 no course with FSMR prefix

Major:	39
Required Courses:	
FSMR 110 Introduction to Fashion	3sh
FSMR 112 Fund. Cloth Construction	3sh
FSMR 314 Textiles	3sh
FSMR 350 Apparel Industry I	3sh
FSMR 360 Apparel Industry II	3sh
FSMR 385 Ready-to-Wear Analysis	3sh
FSMR 434 Quality Control in Text /W/	3sh
FSMR 456 Historic Costume	3sh
FSMR 480 Seminar in Fashion Merchandising	3sh

Controlled Electives:	
Four courses from list:	
FSMR 212, 252, 281, 303, 356, 357, 433 453, 454, 455, 481, 482, INDS 205	12sh

Additional Requirements	21-24
Required Courses:	
ACCT 201 Accounting Prin I	3sh
MKTG 320 Prin of Marketing	3sh
JRNL 120 or ENGL 310 Journalistic Writing or Public Speaking	3sh

Current Program Cont.

Students will complete courses in one of the following options: 12-15sh

Option 1: Business Administration Minor (15sh)
ACCT 202, FIN 310, MGMT 310,
select two from BTST 321, BLAW 235,
IFMG 300

(Note: students must meet all minor requirements listed in catalog)

Option 2: Marketing (12sh)
MKTG 321, 420,
select two from DEDU 322 (1), DEDU 333,
MKTG 421 (1), 430, 433

Option 3: Small Business Management (12sh)
MGMT 275, 325 (1),
select two from MGMT 300, 310, 350, 403 (2)

Free Electives 5-10

Total Degree Requirements 124

- (1) Prerequisites to be waived
- (2) Students will need to take ACCT 202 and 300.

Proposed Program Cont.

Students will complete courses in one of the following options: 12-15sh

Option 1: Business Administration Minor (15sh)
ACCT 202, FIN 310, MGMT 310,
select two from BTST 321, BLAW 235,
IFMG 300

(Note: students must meet all minor requirements listed in catalog)

Option 2: Marketing (12sh)
MKTG 321,
select three – three credit 400 level Marketing classes

Option 3: Small Business Management (12sh)
MGMT 275, 325 (1),
select two from MGMT 300, 310, 350, 403 (2)

Free Electives 5-10

Total Degree Requirements 124

- (1) Prerequisites to be waived
- (2) Students will need to take ACCT 202 and 300.

Part II. Description of Curriculum Change

2. Summary of changes

B. List of associated course changes

1) LIBERAL STUDIES COMPONENT

a. Require

PSYC 101 and make GEOG 104 a choice with ANTH 110 and 211 in Social Science Category .

b. Remove

SOC 151 as a choice in the Social Science Category.

3. Justification/Rationale for Revision

a. Require

In the FSMR program the students need to take ECON 121, PSYC 101 and a non-western course. The ECON 121 is a prerequisite for FSMR 357 Global Issues in Textiles and Clothing and MGMT 275 Intro to Entrepreneurship. It is also required for the Option One Minor in Business Administration in the FSMR program. The PSYC 101 is a prerequisite for MKTG 321 and MGMT 300 which are courses in two of the three business options in the program.

b. Remove

Students in the FSMR program need to fulfill the non-western course requirement in the Social Science category. ANTH 110 and ANTH 211 and especially GEOG 104 all fulfill that requirement. The GEOG 104 especially is an aid for the students in the understanding of the global diversity that is prominent in the textiles and apparel industry.

When SOC 151 is on our list of choices and the students take it with PSYC 101 they become very frustrated and upset when they find out that they need to take an additional liberal studies course (non-western) and it will count as a general free elective.

2. Summary of changes

B. List of associated course changes

2) MAJOR COMPONENT

a. Catalog Number Change

Old: FSMR 450 Apparel Industry II

New: FSMR 360 Apparel Industry II

b. Number Change

Old: FSMR 457 Historic Textiles

New: FSMR 356 Historic Textiles

3. Justification/Rationale for Revision

a. Catalog Number Change:

FSMR 450 Apparel Industry II was developed as a sequential course to FSMR 350. It was intended as a junior level class and offered in the Spring semester. Juniors register for FSMR 350 in the Fall and then FSMR 450 in the Spring. The number was initially given so that the number "5" indicated the sequential nature of the course. It was not until the course was approved and we were using the course that we realized that it actually had a senior level number. The course has always been taken by juniors. It is needed at that level because students interested in doing merchandising internships during the summer of their junior year or their senior year need the content from this course for the internship experience.

Several schools offer similar courses and they are at the junior level.

a. Number Change:

The number change comes with a course proposal change.

2. Summary of changes

B. List of associated course changes

2) ADDITIONAL REQUIREMENTS COMPONENT

a. Remove

DEDU 332 Retail Management

DEDU 333 Principles of Selling

b. Move & Retain as a Choice

MKTG 420 Marketing Management from the required Marketing courses to be in the choice of three 400 level three credit Marketing courses.

c. Change

In the Marketing option in the list of courses to be selected change the number from two to three and add "three credit 400 level Marketing courses.

- d. Retain as a Choice
MKTG 421 Marketing Research
MKTG 430 International Marketing
MKTG 433 Advertising

3. Justification/Rationale for Revision

- a. Remove
The two DEDU courses have been changed to MKTG 436 Retail Management and MKTG 435 Prof. Sell& Sales Mgt. The catalog personnel would not automatic make the change even though these courses do not exist anymore and more importantly were replaced with the two Marketing courses..
- b. Move & Retain as a Choice
The Fashion Merchandising students need a variety of Marketing courses and requiring MKTG 420 Marketing Management as part of the 15 credits of Marketing restricts the choices that students take. It will be retained as a choice for those students who wish to take it.
- c. Change
Students need to have 4 (3 credit) courses in this option. With the removal of 1 (3 credit) required class, these 3 credits will be moved to the selection category in this option. In the Marketing option there will now be one required class MKTG 321 Consumer Behavior and three classes which they can choose from the 400 level Marketing courses. It was suggested by the Marketing department that we don't limit the courses to a select few but that all 400 level 3 credit courses should be available to the FM student. The Marketing department is developing new courses which may be relevant to the FM student.
- d. Retain as a Choice
The current courses will still be part of the selection of courses for the FSMR student.

Part III. Implementation

1. How proposed revision will affect students already in the existing program.

There will be no affect on the students already in the program. Any of the changes can be handled in the advising process. Students will still need to meet all the requirements for graduation.

2. How program will affect faculty load.

The changes have no affect on faculty load.

3. Adequacy of resources (space, equipment, supplies, travel funds).

This program revision does not require any changes in resources.

4. Increase/decrease in number of students as the result of revision.

There will be no changed in the enrollment as a result of the revision.

01-29

Support Letters

Subject: Re: Soc 151

Date: Thu, 25 Jan 2001 16:09:57 -0500

From: Stephen Sanderson <SkSander@grove.iup.edu>

To: Mary Swinker <swinker@iup.edu>

Sure, I can support your change. It's your curriculum and your right to do with it as you choose.

SS

-----Original Message-----

From: Mary Swinker <swinker@iup.edu>

To: sksander@iup.edu <sksander@iup.edu>

Cc: swinker@iup.edu <swinker@iup.edu>; Joan Schmitt <Schmitt@grove.iup.edu>;

sjl@iup.edu <sjl@iup.edu>

Date: Thursday, January 25, 2001 1:05 PM

Subject: Soc 151

>Dear Dr. Sanderson,

>

>As Fashion Merchandising Curriculum Chairperson I am writing you to ask
>for your acceptance of the removal of SOC 151 Prin of Sociology from the
>Liberal Studies Social Science component of the Fashion Merchandising
>program. Currently our students are taking Prin. of Econ I, General
>Psychology or Geography of the Non-Western World, and Prin. of
>Sociology or Cultural or Contemporary Anthropology for their nine
>credits of social science. We need to change the selection to Econ I,
>General Psych., and Cultural or Contemporary Anthro or Geography of the
>Non-Western World. In this component our students need the Econ and
>Psychology classes and a non-western class. The Econ and Psychology are
>specifically needed as prerequisites for Business courses in our FM
>program.

>

>Removing Sociology will not affect the enrollment in Prin. of
>Sociology. Only a very few students (1 or 2 a year) even take
>Sociology.

>

>I hope you can support this change and send me an e-mail to that affect
>for my curriculum proposal.

>

>Thank you for your help and consideration.

>Mary Swinker

>

>

Subject: Re: Liberal Studies Requirement for FM Program

Date: Tue, 17 Apr 2001 12:48:50 -0400

From: Mary Lou Zanich <mlzanich@grove.iup.edu>

To: Mary Swinker <swinker@iup.edu>

Dear Dr. Swinker,

The Psychology Department supports your request to identify PSYC 101: General Psychology as a required Social Science course in the Fashion Merchandizing curriculum. Given that most of your students already take the course as one of a set of options, we do not anticipate any difficulty in accommodating the few additional students who would now take this course. Please let me know if there is anything else you need from me.

Mary Lou Zanich

Mary Lou Zanich, Ph.D.

Chair and Professor of Psychology

101 Uhler Hall - IUP

Indiana, PA 15705

PHONE: (724) 357-4528

FAX: (724) 357-2214

----- Original Message -----

From: Mary Swinker <swinker@iup.edu>

To: <MLZANICH@iup.edu>

Cc: <Swinker@iup.edu>

Sent: Tuesday, April 17, 2001 12:41 PM

Subject: Liberal Studies Requirement for FM Program

> Dr. Zanich,

>

> As the Fashion Merchandising Curriculum Chairperson I am working on a
> curriculum revision which involves PSYC 101 General Psychology.
> Currently in the Social Science category of the Liberal Studies
> component of our program we require ECON 101 Prin. of Econ I; PSYC 101
> General Psychology OR GEOG 104 Geog of NonWestern World; ANTH 110
> Contemp. Anthro, ANTH 211 Cultural Anthro. OR SOC 151 Prin. of
> Sociology. Our proposal is to require now PSYC 101 General Psychology
> and to put GEOG 104 as a choice with ANTH 110 or ANTH 211. I do not see
> this change making a difference in your enrollment for PSYC 101 General
> Psychology because currently about 95% of our students (freshman class
> of 30) are taking General Psychology. I would like your support of this
> change. You can send it as a response by e-mail to this e-mail.

>

> If you have any questions please don't hesitate to ask.

> Thanks for your help.

> Mary E. Swinker

>

>

Subject: Belated Support

Date: Tue, 11 Apr 2000 09:51:41 -0400

From: Vaughn Clay <vonclay@grove.iup.edu>

To: swinker@grove.iup.edu

To: The Fashion Merchandising Department
Dr. Mary Swinker, Chair

From: Dr. Vaughn Clay, Art Department Chair

Re: Support for dropping AR 120 as a pre-requisite

The Art Department supports the intention of the Department of Fashion Merchandising to eliminate AR 120 principles of Design as a pre-requisite to its' FM 303 Visual Merchandising course.

Subject: RE: Marketing Option

Date: Mon, 05 Mar 2001 12:01:25 -0500

From: Krish S Krishnan <krishnan@iup.edu>

To: Mary Swinker <swinker@iup.edu>

CC: Karen Davis <kjdavis@grove.iup.edu>

Mary,

We reviewed the new proposed version of the Marketing Option to the Fashion Merchandising Program. Our faculty felt that MKTG 320 + MKTG321+ any three (3credit) 400 level Marketing electives will give the students the flexibility to do the marketing option with a choice of "sub-areas" in marketing that may be of interest to them. Please do note that ECON 122 is a pre-requisite for MKTG320 and this should be part of the student's program.

Please accept this e-mail as our department's letter of support for your proposed program change. If you have any questions or need any additional documentation do not hesitate to contact me.

Thanks for your patience.

Krish S. Krishnan

Krish S. Krishnan, Ph.D.
Chair & Professor Of Marketing
Director MBA Program
402 Eberly College of Business
Indiana University of Pennsylvania
Indiana PA 15705 USA
Ph: 724-357-2522 or 1-800-487-4746
Mobile: 724-388-2998
Fax: 724-357-6232

-----Original Message-----

From: Mary Swinker [mailto:swinker@iup.edu]
Sent: Tuesday, February 20, 2001 1:07 PM
To: Krishnan@iup.edu; kjdavis@iup.edu
Cc: swinker@iup.edu; Sandy Lynn; Joan Schmitt
Subject: Marketing Option

Krish,

I am attaching a corrected copy of the Marketing option as we discussed. I think it would cause less confusion if we just stick with Principles of Marketing (majors course) for all our majors instead of trying to identify the ones who would only be taking one Marketing class. I am not listing the Intro to Marketing. I would say 95% of our 120 majors take the Marketing option. I did however list that our students are to take three-three credit Marketing courses besides MKTG 320 and 321. I did not want them confused and think they can take the one credit Self-Marketing class and count it as meeting the requirement.

Thanks for taking the time to look at this and discuss it with me. I know how busy you have been the last couple of weeks with the accreditation. Congratulations on getting the accreditation.

I look for your support letter.

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Subject: Belated Support

Date: Tue, 11 Apr 2000 09:51:41 -0400

From: Vaughn Clay <vonclay@grove.iup.edu>

To: swinker@grove.iup.edu

To: The Fashion Merchandising Department
Dr. Mary Swinker, Chair

From: Dr. Vaughn Clay, Art Department Chair

Re: Support for dropping AR 120 as a pre-requisite

The Art Department supports the intention of the Department of Fashion Merchandising to eliminate AR 120 principles of Design as a pre-requisite to its' FM 303 Visual Merchandising course.