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Withdrawn due to inactivity

LSC Use Only Proposal No: _____ LSC Action-Date: _____
 UWUCC Use Only Proposal No: ~~12-59~~ UWUCC Action-Date: Post - 10/30/12 Senate Action Date: _____

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Eun Jin Hwang	Email Address eun.hwang@iup.edu
Proposing Department/Unit HDES	Phone 7-2346

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion
 Course Revision Course Number and/or Title Change Catalog Description Change

Current course prefix, number and full title: _____

Proposed course prefix, number and full title, if changing: _____

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills Knowledge Area Global and Multicultural Awareness Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship Information Literacy Oral Communication
 Quantitative Reasoning Scientific Literacy Technological Literacy

3. Other Designations, as appropriate

Honors College Course Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change Program Revision Program Title Change New Track
 New Degree Program New Minor Program Liberal Studies Requirement Changes Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Janet Boyd</i>	9-24-12
Department Chairperson(s)	<i>Fredalene B Bowers</i>	9/24/12
College Curriculum Committee Chair	<i>Frank Wachter</i>	10/16/12
College Dean	<i>Mary E. Seale</i>	10/19/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		



New Catalog Description:

**DUAL BACCALAUREATE PROGRAM IN FASHION MERCHANDISING AND
MARKETING**

The departments of Marketing and Human Development & Environmental Studies offer a dual baccalaureate program that closely integrates the requirements of the two programs. This program is geared for students who wish to work in the fashion industry and desire a strong marketing background for future career growth. The program requires a minimum of 150 credits. The student will receive two baccalaureate degrees at completion – one from the College of Health & Human Services and second from the Eberly College of Business & IT.

[to be inserted on page 89 of the current catalog before the section “Interior Design”]

Rationale:

The purpose of this option is to give students the knowledge and skills necessary for careers in fashion merchandising and marketing. Careers exist in fashion merchandising that have a pronounced marketing component while careers in marketing include those in the fashion industry. By providing a joint curriculum sheet while advising (see attached), students will be assured that they will only need the courses listed on that sheet in order to satisfy the requirements of both the majors in order to graduate with the necessary 150 credit hours for a dual baccalaureate. The requirements for Fashion Merchandising major have not been changed.

Fashion Merchandising and Marketing Dual Baccalaureate Course Curriculum

Year	Fall	Credits	Spring	Credits
1	ENGL 101 College Writing* CHEM 101 or SCI 105 or SCI 106* FSMR 180 Intro. to Fashion Fine Arts* BTED/COSC/IFMG 101 Micro Computer Lit.	3 4 3 3 3	HIST 196/197/198* CHEM 102 or SCI 106 or SCI 105* PSYC 101 General Psychology* MATH 105 College Algebra FSMR Major Controlled Elec.	3 4 3 3 3
	TOTAL	16	TOTAL	16
2	FSMR 314 Textiles ECON 121 or 122 Prin. of Macro or Micro-economics* ENGL 202 Research Writing HPED/FDNT/NURS 143 Wellness* MATH 115 Applied Mathematics for Business	3 3 3 3 3 3	ECON 122 or 121 Prin. of Micro or Macro-economics* ANTH 110 or 211 or GEOG 104 MATH 214 Probability & Stats: Bus FSMR Major Controlled Elec. ACCT 201 Accounting Prin. I.	3 3 3 3 3 3
	TOTAL	15	TOTAL	15
3	FSMR 112 Fund of Clothing Const. FSMR 280 Introduction to Apparel Buying ** BLAW 235 Legal Environmental of Business ENGL 121 Humanities Literature ACCT 202 Accounting Prin. II.	3 3 3 3 3	FSMR 380 Applications in Apparel Buying*** FSMR 385 Ready-to-Wear*** BTST 321 "W" Business and Interpersonal Communications MGMT 310 Principles of Management MKTG 320 Prin. of Mktg.	3 3 3 3 3 3
	TOTAL	15	TOTAL	15
4	FSMR 456 Historic Costume** QBUS 215 Business Statistics MKTG 321 Consumer Behavior FIN 310 Fundamentals of Finance PHIL/RLST Phil. and Religious	3 3 3 3 3	FSMR 434 Quality Control in Textiles "W" FSMR 480 Sem. in Fashion Merch. MKTG 421 Marketing Research MKTG 430 International Marketing IFMG 300 Information Systems: Theory and Practice	3 3 3 3 3
	TOTAL	15	TOTAL	15

Year	Fall	Credits	Spring	Credits
5	MKTG 435 Prof. Selling & Sales Mgmt.	3	MKTG 431 Business-to-Bus. Mktg.	3
	MGMT 330 Production and Operations Management	3	MKTG 450 Marketing Strategy	3
	MKTG 456 Retail Management	3	MGMT 495 Business Policy	3
	Marketing Elective****	3	Marketing/FSMR Major Controlled	3
	Marketing/FSMR Major Controlled Elective****	3	Elective*****	
			Free Elective	1
	TOTAL	15	TOTAL	13

*Best to take when suggested

** Only offered in Fall

*** Only offered in Spring

***** Marketing Controlled Electives: Five courses from the following: MGMT/MKTG 350, 432, 433, 434, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 481, 482, 493; **a maximum of two (6cr) advanced-level non-MKTG prefix courses from complementary areas (such as FSMR, ACCT, COMM, ECON, GEOG, JRNL, IFMG, MATH, MGMT, PSYC, etc.)** where the student is seeking a Minor, Double Major, or pursuing a career interest in another discipline may be substituted for Marketing Electives with prior Advisor's or Chair's documented permission.

“W” Writing Intensive

Subject: RE: Marketing and Fashion Merchandising Double Major Program Proposal**From:** Parimal Bhagat <bhagat@iup.edu>**Date:** 09/29/12 12:01 PM**To:** 'Eun Hwang' <eun.hwang@iup.edu>, 'Fredalene D Bowers' <fbowers@iup.edu>**Cc:** 'Robert Camp' <bobcamp@iup.edu>, mary.swinker@iup.edu

Dr. Bowers and Dr. Hwang:

It is my pleasure to support the proposed Dual Baccalaureate Program in Fashion Merchandising and Marketing. This dual degree program will benefit students in both our programs by providing an opportunity for our students explore employment and career paths in a wider market.

Regards ... Pari

Parimal S. Bhagat, Ph.D.
Associate Professor of Marketing
Chair, Marketing Department

402A Eberly College of Business and IT
Indiana University of Pennsylvania
Indiana, PA 15705

(724) 357 3315 or (724) 357 3170 (Ms. Kathie McCurdy)

Office hours: TWR 11 am -Noon; TR 1:30-3p; and by appointment.

"Criticism is something we can avoid easily by saying nothing, doing nothing, and being nothing." - Aristotle

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

From: Eun Hwang [<mailto:eun.hwang@iup.edu>]

Sent: Saturday, September 29, 2012 11:38 AM

To: Parimal Bhagat

Subject: Re: Marketing and Fashion Merchandising Double Major Program Proposal

Dear Dr. Bhagat,

I talked about this to Dr. Bowers and she is aware of this. And I will send another email. And please send your support letter, too. Thank you.

Eun Jin

On Sep 29, 2012, at 9:23 AM, Parimal Bhagat wrote:

> Fredalene and Eun:

>

> As per our discussions regarding the Dual Baccalaureate in FSMR and Marketing, could you please email me a note of support for our College and UWUCC? My proposal is due to the College this Monday. Thank you

> ... Pari

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> Parimal S. Bhagat, Ph.D.

> Associate Professor of Marketing

> Chair, Marketing Department

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