

New Undergraduate Program (Majors, Minors, Sequences) Proposal
Illinois State University - University Curriculum Committee

Program Department Family and Consumer Sciences **Submission Date** Wednesday, October 08, 2014
Initiator Jan Murphy **Email** jshane@ilstu.edu
Phone 438-3558 **Campus Address** 5060 FCS
Initiator Department Family and Consumer Sciences
Coauthor(s) Ani Hensleigh (ayazedj@ilstu.edu) **Version** 2
Title of New Program B.A., B.S. in Fashion Design and Merchandising
Proposed Starting Catalog Year 2016-2018

Associated Course Proposals

Associated Course Proposal(s):

New Course proposal FCS 100 titled *Introduction to Family and Consumer Sciences*

Revise Course proposal FCS 200 titled *Problem Solving and Research Methods in Family and Consumer*

Revise Course proposal FCS 300 titled *Professional Leadership in Family and Consumer Sciences*

1. Proposed Action

- ✓ New Major
 - New Minor
 - New Sequence
 - More than 50% of courses in this program are Distance Education
-

No Is this program an Integrated Bachelors/Masters degree program?

Degree Type(s)

Bachelor of Arts, Bachelor of Science, Bachelor of Science in Education

2. Provide Undergraduate Catalog copy for new program.

MAJOR IN FASHION DESIGN AND MERCHANDISING

Degrees offered: B.A., B.S.

The Fashion Design and Merchandising (FDM) Program prepares students for careers in the global apparel and textile industry including apparel design and production, merchandising, textile product quality control, and historic costume and textile preservation. Computer-aided design (CAD) programs, pattern making and design, visual retailing software, merchandising process simulation, textile quality testing, and sustainability are incorporated into classes.

FDM program offers courses in textiles, fashion trend and industry analysis, social and psychological aspects of clothing and behavior, fashion history, economics of fashion, fashion merchandising, fashion design, apparel production, fashion-related marketing and management and sustainability. Within the FDM program, students can select either the **Fashion Merchandising** option or the **Fashion Design and Product Development** option. FDM students have the opportunity to participate in study tours both inside and outside the US to locations such as New York and California as well as various locations in Europe. The tours provide students the opportunity to learn about various firms within the textiles and apparel industry.

- 58 hours required.

- 9-hour FCS core: FCS 100, 200, 300, 398.

- 49 hours required: ECO 105; FCS 122, 225, 226, 323, 327, 328, 329, 362; MKT 230; PSY 110 or PSY/SOC 223; and option A or B:

A. Fashion Merchandising: FCS 368, 369, 371; MQM 220; MKT 335.

B. Fashion Design/Product Development: FCS 228, 321, 324, 361, 366. FCS 365 may be taken instead of FCS 398 with instructor permission and departmental approval.

- For students interested in Fashion Merchandising, a Business Administration or Communication minor is recommended; for students interested in Fashion Design/Product Development, an Art History, Theater, or Business Administration minor is recommended; for students interested in Fashion Journalism, a Communication minor is recommended; for students interested in Museum Curator/Conservator, a minor in History or Art History is recommended.

3. Provide a description for the proposed program.

This is a proposal to change from a B.A.B.S. in Family and Consumer Sciences with a sequence in Apparel Merchandising and Design to a B.A.B.S. in Fashion Design and Merchandising. In Fall 2013, the Census Day headcount enrollment for the Apparel Merchandising and Design sequence was 130. A change to the FCS Core (being proposed for all FCS programs) will slightly modify the graduation requirements for this program as we move from a sequence to a degree program. It will result in a reduction of 5 required FCS credit hours. Other than the FCS Core, all graduation requirements will remain the same.

4. Provide a rationale of proposed program.

Faculty in the Department of Family and Consumer Sciences have been contemplating a change to separate degree programs for a number of years. As part of our recent program review, we investigated programs at similar institutions nationwide and found that most institutions of our size had Fashion Merchandising and Design programs as stand-alone degree programs housed within more comprehensive departments (like Family and Consumer Sciences). Faculty feel it will make us more competitive in student recruitment, faculty recruitment, and grantsmanship to offer a B.A.B.S. in Fashion Design and Merchandising. The change in nomenclature from Apparel to Fashion is reflective of more current language in similar programs.

5. Describe the expected effects of the proposed program on existing campus programs (if applicable).

The only change in course requirements (as we change from sequence to degree) is the change in the FCS core courses. All other courses, including those offered by other departments, remain the same. Since we don't anticipate any significant changes in enrollment, there should be no effect on any other departments.

6. Provide a sample four year plan of study demonstrating that a student could realistically complete the program requirements in a specific number of semesters.

Four Year plans for both options provided as uploaded pdf file.

7. Describe the expected curricular changes required, including new courses. If proposals for new courses have also been submitted, please reference those related proposals here:

The curricular change is the result of the modification of the required FCS core.

The current 11-hour core: FCS 101, 103, 200 and 300. Plus 3 hours of FCS 398 required for all students except FCS teacher education. This will be modified to a new FCS 9-hour core: FCS 100, 200, 300 and 398 (1 hr).

New course proposal: FCS 100

Course revision proposals: FCS 200, 300 and 398.

8. Anticipated funding needs and source of funds.

We anticipate no additional sources of funding needed beyond the department's current budget.

9. No Does this program count for teacher education?

10. No Is this an Interdisciplinary Studies program?

11. The following questions must be answered.

- Yes Have you confirmed that Milner Library has sufficient resources for the proposed program?
No Are more than 124 hours required to complete a degree with this major?
No Beyond General Education, does the major require more than 62 semester hours?
Yes Does this B.A., B.S., B.S.Ed. require more than 55 semester hours of major courses?
No Does this program stipulate specific general education courses offered in the major department/school as a part of the major requirements only if such courses serve as prerequisites for other courses required by the major?
No Is the proposed program intended to be longer than four years (as indicated by the plan of study)?
N.A. Have letter(s) of concurrence from affected departments/schools been obtained?

12. Routing and action summary for New Program: [Proposal Routing](#)

1. Family and Consumer Sciences Department Curriculum Committee Chair

<i>Jennifer Banning (website)</i>	Jennifer Banning	8/29/2014 3:11:52 PM
Signature	Print	Date

2. Family and Consumer Sciences Department Chair/School Director

<i>Ani Hensleigh (website)</i>	Ani Hensleigh	9/3/2014 8:52:34 AM
Signature	Print	Date

3. College of Applied Science and Technology College Curriculum Committee Chair

<i>Adrian Lyde (website)</i>	Adrian Lyde	10/13/2014 1:52:44 PM
Signature	Print	Date

4. College of Applied Science and Technology College Dean

<i>Todd McLoda (website)</i>	Todd McLoda	10/13/2014 2:04:54 PM
Signature	Print	Date

5. University Curriculum Committee Chair

<i>Mark Temple (website)</i>	Mark Temple	11/4/2014 11:06:17 AM
Signature	Print	Date

All new programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate