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Undergraduate Student Representative – Mr. Pranay Udutha
Graduate Student Representative – Mr. Garrett Jaeger

Dear Colleagues:

The attached proposal to change the name of the Area of Emphasis in Global Soft Goods Merchandising and Manufacturing to Product Development and Design under the major in Fashion Merchandising (B.S.F.C.S.) will be an agenda item for the April 22, 2013, Full University Curriculum Committee meeting.

Sincerely,

[Signature]
David E. Shipley, Chair
University Curriculum Committee

cc: Provost Jere W. Morehead
    Dr. Laura D. Jolly
To: College of Family and Consumer Sciences Curriculum Committee

From: Patricia Hunt-Hurst, Ph.D., Department Head, Textiles, Merchandising and Interiors (TMI)

Date: March 14, 2013

Re: Global Soft Goods Merchandising and Manufacturing Emphasis Name Change

Request

This is a request to change the name of the “Global Soft Goods Merchandising and Manufacturing” undergraduate emphasis under the Fashion Merchandising major to “Product Development and Design.” The TMI faculty voted in favor of this change.

Justification

The name Product Development and Design better reflects the course work and the ultimate career path for the students pursuing the emphasis in the undergraduate major of Fashion Merchandising. This emphasis was originally developed in 2006 to respond to two trends in retailing and merchandising: the increased blurring of the distinction between the apparel manufacturer and the retailer, and the second is the international nature of apparel and retailing. This goal continues; the courses in the emphasis build on the core courses in the Fashion Merchandising major and provide students with knowledge about raw materials and manufactured products, design and product development, production technology, sourcing, marketing products and retailing. The major and emphasis prepare students for a wide range of careers in the global textile and apparel market. The name change better reflects the courses and the goal of the emphasis. The department faculty and the College of Family and Consumer Sciences Curriculum Committee voted in favor of the name change.
NAME CHANGE JUSTIFICATION FORM

School/College Name: ____________________________
Proposed Name: ________________________________

Department Name Changes:
Current Department Name: ________________________
Proposed Department Name: ________________________

Major Name Changes:
Current Major Name: Fashion Merchandising (no change)

Current Emphasis Name: __________________________
Degree: ________________________________
Proposed Name Change for Emphasis: __________________________
Degree: ________________________________

Global Soft Goods Merchandising and Manufacturing BSFCS
Product Development and Design BSFCS

Minor Name Change:
Current Minor Name: ____________________________
Degree ________________________________
Proposed Minor Name: ____________________________
Degree ________________________________

Prefix Changes:
A prefix change package should be submitted after the name change has been approved.

Current Prefix
Department ____________________________
Proposed Prefix ____________________________
Department ____________________________

JUSTIFICATION:
Attach a page justifying changes. SEE ATTACHED

SIGNATURES:
School/College: ________________________________
______________________________  3-25-13

Department: ________________________________
______________________________  3-15-13

Dawson Hall • Athens, Georgia 30602-3622
Telephone 706-542-4888 • Fax 706-542-4890
An Equal Opportunity/Affirmative Action Institution
Fashion Merchandising - B.S.F.C.S.

Degree Requirements

Entrance Requirements for the Major

General Education Core Curriculum
(Selected with the advice of an academic advisor)
Areas I II III IV V
Area VI

Major Requirements

*College-wide Requirements must be satisfied in order to graduate with this major*

**TOTAL DEGREE HOURS** 120 hours

I. Foundation Courses (9 hours)

ENGL 1101 or ENGL 1101E or ENGL 1101S
ENGL 1102 or ENGL 1102E or ENGL 1102M or ENGL 1050H or ENGL 1060H
MATH 1101 or MATH 1113 or MATH 2200 or MATH 2250 or MATH 2300H or MATH 2400 or MATH 2400H or MATH 2410 or MATH 2410H

II. Sciences (7-8 hours)

At least one of the physical science or life science courses must include a laboratory.

Physical Sciences (3-4 hours)
Preferred Course(s): CHEM 1110 and CHEM 1110L.

Life Sciences (3-4 hours)
No preferred courses for this area. See Core Curriculum view.

III. Quantitative Reasoning (3-4 hours)

Preferred Course(s): STAT 2000 or STAT 2100H

IV. World Languages and Culture, Humanities and the Arts (12 hours)

World Languages and Culture (9 hours)
No preferred courses for this area. See Core Curriculum view.

Humanities and the Arts (3 hours)
No preferred courses for this area. See Core Curriculum view.

V. Social Sciences (9 hours)

- Students who have not met the Georgia and U.S. Constitution requirement by examination should enroll in POLS 1101.
- A passing grade on an examination on the history of the United States and Georgia is required to satisfy the United States
and Georgia History Requirement for all persons receiving a baccalaureate degree from the University, unless exempted by one of the following courses: HIST 2111, HIST 2112. Examinations are given to freshmen during orientation and twice each semester by the History Department. Reexamination is permitted. Examination dates are announced in the Schedule of Classes.

**Preferred Course(s):** (HIST 2111 or HIST 2111H or HIST 2112 or HIST 2112H) and (POLIS 1101 or POLS 1105H) and [(PSYC 1101 or PSYC 1030H) or (SOCI 1101 or SOCI 1101H)]

**Area VI**
- ACCT 2101 or ACCT 2101H
- ARTS 2000 or ARHI 2300 or ARHI 2400
- CHFD 2100 or HACE 2100 or HACE 2100H
- CSCI 1100-1100L or MIST 2090 or MIST 2190H
- ECON 2105 or ECON 2105H or ECON 2106 or ECON 2106H
- COMM 1100 or COMM 2150H or COMM 2300

If any of the courses in Area VI have been used to satisfy Areas II-V of the Core Curriculum, General Electives may be taken here. (Refer to College-wide requirements when selecting General Electives)

Note: Fashion Merchandising requires individual review of non-equivalent transfer courses before they can be used to satisfy Area VI and Major Requirements.

**Major Requirements**
A baccalaureate degree program must require at least 21 semester hours of upper division courses in the major field and at least 39 semester hours of upper division work overall.

**Required Courses (60 hours)**
**Complete the following (40 hours):**
- **MARK 3000 or MARK 3001 or MARK 3000H or MARK 3001H**
- **MARK 4100**
- **TXMI 2000**
- **TXMI 3210**
- **TXMI 3240**
- **TXMI 3500**
- **TXMI 3520**
- **TXMI 3530**
- **TXMI 4220 or TXMI 4240/6240**
- **TXMI 4230/6230**
- **TXMI 4260**
- **TXMI 4290/6290**
- **TXMI 4520/6520 or TXMI 4540/6540**
- **TXMI 5240/7240 or TXMI 5250**

**Choose General - Fashion Merchandising or choose Global Soft Goods Merchandising and Manufacturing Product Development and Design Area of Emphasis:**

**General-Fashion Merchandising**
Choose twelve (12) hours from the following Professional Electives:
- **ADPR 3100 or ADPR 3100H**
- **ADPR 3850 or ADPR 3850H**
- **EBUS 4010/6010**
- **HACE 3100**
- **TXMI 4540/6540**
- **TXMI 4580/6580**
- **TXMI 4900/6900**
- **TXMI 5260**
General Electives: 8 hours
Any level

CURRENT AREA OF EMPHASIS NAME AND REQUIREMENTS
Global Soft Goods Merchandising and Manufacturing Area of Emphasis
Choose 12 hours from the following:

- TXMI 3540
- TXMI 4110/6110
- TXMI 4160/6160
- TXMI 4250
- TXMI(DRAM) 4270/6270
- TXMI 5270/7270
- TXMI 5710/7710
- TXMI 5810/7810
- TXMI 5820/7820
- TXMI 5900
- TXMI 5910/7910 (6 hours)

General Electives: 8 hours
Any level

REVISED AREA OF EMPHASIS NAME AND REQUIREMENTS

Area of Emphasis in Product Development and Design

Required Courses (9 hours)
- TXMI 3540, CAD for Apparel Design and Production (3 hours)
- TXMI 4160/6160, Product Development in the Textile and Apparel Industries (3 hours)
- TXMI 4250, Survey of Apparel and Soft Goods Manufacturing (3 hours)

Select 3 to 4 hours from the following:
- TXMI 4220, Apparel Line Development and Presentation (3 hours)
- TXMI 5260, Consumer and Employee Case Studies in the Retail Industry (3 hours)
- TXMI 5710/7710, Study Tour in Textiles, Merchandising and Interiors (3 hours)
- TXMI 5900, Internship Orientation - Fashion Merchandising (1 hour)
- TXMI 5910/7910, Textiles, Merchandising and Interiors Internship (3 hours)

(This total does not include the 1-hour P.E. requirement)