



University Council

January 5, 2018

UNIVERSITY CURRICULUM COMMITTEE – 2017-2018

Dr. Alison F. Alexander, Chair
Agricultural and Environmental Sciences – Dr. Elizabeth Little
Arts and Sciences - Dr. Sujata Iyengar (Arts)
Dr. Mitch Rothstein (Sciences)
Business - Dr. Rich Gooner
Ecology – Dr. Sonia Altizer
Education – Dr. Morgan Faison
Engineering - Dr. Sudhagar Mani
Environment and Design – Professor Brad Davis
Family and Consumer Sciences - Dr. Patricia Hunt-Hurst
Forestry and Natural Resources - Dr. John C. Maerz
Journalism and Mass Communication – Dr. Jay Hamilton
Law – Professor Peter Appel
Pharmacy – Dr. Robin Southwood
Public and International Affairs - Dr. Robert Grafstein
Public Health – Dr. Anne Marie Zimeri
Social Work - Dr. David O. Okech
Veterinary Medicine - Dr. Kira L. Epstein
Graduate School – Dr. Amy Medlock
Ex-Officio - Provost Pamela S. Whitten
Undergraduate Student Representative – Mr. Max Harris
Graduate Student Representative – Ms. Johnita Daniel

Dear Colleagues:

The attached proposal from the College of Family and Consumer Sciences for a new Area of Emphasis in Fashion Brand Management under the major in Fashion Merchandising (B.S.F.C.S.) will be an agenda item for the January 12, 2018, Full University Curriculum Committee meeting.

Sincerely,

Alison F. Alexander, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

PROPOSAL FOR AREA OF EMPHASIS

1. **School/College:** College of Family and Consumer Sciences
2. **Department/Division:** Textiles, Merchandising, and Interiors
3. **Major:** Fashion Merchandising (B.S.F.C.S.)
4. **Major Requirements:** See below
5. **Area of Emphasis Title (as it will appear in the *Bulletin*):** Fashion Brand Management
6. **Proposed starting date:** Fall 2018
7. **Area of Emphasis Description:**

This proposed emphasis area of Fashion Brand Merchandising will offer Fashion Merchandising majors the potential to specialize their degree with a core focus on concepts such as retailing principles, planning and buying, trend forecasting, and brand management. The emphasis is in line with changes in the retailing and fashion merchandising industries which are requiring applicants with unique specializations to meet these specific challenges.

Required Courses (12 hours):

TXMI 3240, Retail Planning and Buying (3 hours)

TXMI 4220, Apparel Line Development and Presentation (3 hours)

TXMI 5240/7240, Retailing Apparel and Textiles (3 hours)

TXMI 4240/6240, Fashion Promotion and Visual Merchandising (3 hours), OR TXMI 5230, Trend Analysis and Forecasting (3 hours)

Elective Courses (Choose 9 hours from the list below):

FACS 5711/7711, Study Tour in Family and Consumer Sciences (1-6 hours)

FACS 5915/7915, International Internship in Family and Consumer Sciences (3 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)

TXMI(THEA) 4270/6270, History of Dress: Antiquity to Nineteenth Century (3 hours)

TXMI 4280/6280, Apparel Design Studio (3 hours)

TXMI 4900/6900, Special Topics in Textiles, Merchandising and Interiors (1-3 hours)

TXMI 4960H, Directed Reading and/or Projects (Honors) (3 hours)

TXMI 5210/7210, Digital Apparel Design and Development Applications (3 hours)

TXMI 5260, Consumer and Employee Case Studies in the Retail Industry (3 hours)

TXMI 5270/7270, E-tailing in Apparel and Textiles (3 hours)

TXMI 5280, Retail Entrepreneurship (3 hours)

TXMI 5710/7710, Study Tour in Textiles, Merchandising and Interiors (1-3 hours)

TXMI 5820/7820, Museum Issues in Historic Clothing and Textiles (3 hours)

TXMI 5910/7910, Textiles, Merchandising and Interiors Internship (3-9 hours)

Approvals on File

Proposal: Area of Emphasis in Fashion Brand Management under the major in Fashion Merchandising (B.S.F.C.S.)

College: College of Family and Consumer Sciences

Department: Textiles, Merchandising, and Interiors

Proposed Effective Term: Fall 2018

Department:

- Textiles, Merchandising, and Interiors Department Head, Dr. Gajanan Bhat, 12/6/2017

School/College:

- College of Family and Consumer Sciences Dean, Dr. Linda Kirk Fox, 12/8/2017