

Status: PENDING

PROGRAM REQUEST
Fashion and Retail Studies

Last Updated: Zircher, Andrew Paul
01/22/2011

Fiscal Unit/Academic Org	Dept Of Consumer Sciences - D1255
Administering College/Academic Group	Education & Human Ecology
Co-administering College/Academic Group	
Semester Conversion Designation	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
Current Program/Plan Name	Fashion and Retail Studies
Proposed Program/Plan Name	Fashion and Retail Studies
Program/Plan Code Abbreviation	TXTLCLO-BS
Current Degree Title	Bachelor of Science in Human Ecology

Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		181	120.7	120	0.7
Required credit hours offered by the unit	Minimum	92	61.3	55	6.3
	Maximum	95	63.3	58	5.3
Required credit hours offered outside of the unit	Minimum	83	55.3	62	6.7
	Maximum				
Required prerequisite credit hours not included above	Minimum				
	Maximum				

Explain any change in credit hours if the difference is more than 4 semester credit hours between the values listed in columns B and C for any row in the above table

a. All students in the semester plan are now required to take a core of courses offered in the business college. These courses were previously part of the "choose from" for the merchandising specialization. Also a fieldwork/internship requirement was reduced from 15 quarter hours to 3 semester hours.

Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

- Program Learning Goals**
- a. Acquire industry and consumer knowledge to enter a professional field related to Fashion and Retail Studies
 - b. Develop communication (oral, written & visual), management and technology skills in individual and group settings
 - c. Solve problems creatively in consumer and industry settings by gathering information, analyzing needs, developing, implementing and evaluating strategies of constituents.
 - d. Evaluate and plan strategically through evaluation of opportunities and risks in Fashion and Retail Industries
 - e. Acquire knowledge, solve problems, and plan strategically in a global market
 - f. Develop and apply professional skills to enhance career success and satisfaction

Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

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Is this a degree program (undergraduate, graduate, or professional) or major proposal? Yes

Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs? Yes

Summarize how the program's current quarter-based assessment practices will be modified, if necessary, to fit the semester calendar.

Summary of how the program's current assessment practices will be modified to fit the semester calendar

a. See table attached below for the amended assessment table.

b. Course numbers have been changed

c. Goals have been amended slightly

Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

Pre-Major

Does this Program have a Pre-Major? No

Attachments

- FRS Chair Letter Rationale Courses Semester Advising Sheet Quarter Advising Sheet Transition Policy Concurrence Letter Curri.pdf: All attachments from program-offering unit

(Letter from Program-offering Unit. Owner: Montalto,Catherine P)

- EHE Dean's Approval - Semester Conv - Consumer Sciences - 010911.docx: College Approval Letter

(Letter from the College to OAA. Owner: Zircher,Andrew Paul)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Fox,Jonathan Jay	09/22/2010 07:14 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	09/22/2010 07:41 PM	Unit Approval
Revision Requested	Zircher,Andrew Paul	10/12/2010 09:22 PM	College Approval
Submitted	Zavotka,Susan Lee	10/21/2010 09:36 AM	Submitted for Approval
Revision Requested	Zircher,Andrew Paul	10/21/2010 10:20 AM	Unit Approval
Submitted	Zavotka,Susan Lee	10/25/2010 10:19 AM	Submitted for Approval
Approved	Fox,Jonathan Jay	10/25/2010 02:02 PM	Unit Approval
Revision Requested	Zircher,Andrew Paul	11/22/2010 09:28 AM	College Approval
Submitted	Montalto,Catherine P	12/03/2010 03:23 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	12/03/2010 04:02 PM	Unit Approval
Approved	Zircher,Andrew Paul	01/22/2011 11:36 AM	College Approval
Pending Approval	Soave,Melissa A	01/22/2011 11:36 AM	CAA Approval



Office of Academic Affairs
172 Arps Hall, 1945 N. High Street
614 688-4571

Date: January 9, 2011

To: Randy Smith, Vice Provost for Academic Programs
Elliot Slotnick, Associate Dean, Graduate School

From: Jackie Blount, Associate Dean, EHE Academic Affairs

RE: Semester Conversion Package for Department of Consumer Sciences

I am pleased to present the complete package of semester conversion materials for the Department of Consumer Sciences. In what follows, I will outline unique college and department contexts that have shaped this package. I will include tables summarizing constituent programs/courses and describe any other pertinent considerations. Finally, you will find Dean's level approval.

College Contexts

The College of Education and Human Ecology was formed in 2006 by merging two colleges (Human Ecology and Education). Curriculum across the new college, however, has remained relatively unchanged. Given this situation, we view the semester conversion process as a fresh opportunity to deepen the merger by building curricular collaborations among our units. We also wish to rethink our pre-existing programs and find ways to make them stronger, more coherent, and streamlined.

To these ends, we have asked faculty in our units to purge their curricula of little-used or less-than-relevant courses. We have challenged faculty to reach across unit lines to forge curricular collaborations by creating new degrees, interdisciplinary specializations, or co-taught courses. We are re-instituting a number of undergraduate teacher preparation programs (B.S.Ed.), each of which draws from courses in units around our college as well as across the university. We have encouraged five of our six units to address findings of the 2008 OSU Doctoral Program Assessment and Plan by strengthening their Ph.D. programs and making them more coherent. They have responded by: 1) defining their Ph.D. programs in alignment with their units -- rather than with their pre-merger college (i.e., Ph.D. in Consumer Science rather than Ph.D. in Human Ecology); and 2) creating true cores for their Ph.D. programs if they did not previously exist. Additionally, an Ed.D. degree in Educational Leadership is being proposed to address the need of school administrators to pursue advanced degrees geared for practitioners. With approval of the Ed.D. and also with recent B.O.R. approval of our other practitioner-oriented programs, an Ed.S. (Education Specialist) program in School Psychology and another in Teaching and Learning, fewer graduate students in the college will pursue Ph.D.s by default than in the past.

We believe that, taken together, these changes will greatly strengthen our programs and clarify our new college identity.

Departmental Notes

Consumer Sciences (CS) is one of five units in the college to change its Ph.D. program to align with departmental boundaries rather than those of its previous college. CS faculty have proposed that the degree name change from “Ph.D. in Human Ecology” to “Ph.D. in Consumer Sciences.” The “Human Ecology” designation no longer makes sense because the college of that name does not exist. Also, Ph.D. degrees from other units with the “Human Ecology” designation have very little in common with each other as there is no common core. However, with the proposed Ph.D. in Consumer Science, a 12-credit hour common core will provide greatly enhanced cohesion to the degree program that will span three separate specializations. For similar reasons, CS faculty also are proposing that the name of their master’s degree change from “M.S. in Human Ecology” to “M.S. in Consumer Sciences.”

Finally, CS faculty likewise have chosen to improve the coherence of their B.S. degrees. Previously, the three main programs in the department each offered essentially independent majors. Now, though, the B.S. degrees have a true common core of courses shared by three majors. Not only will this improve quality and coherence for students, but it also will increase efficiencies in the department.

Summary Tables

Program	Extent of Change	Notes	Approval by EHE Curr. Committee	Approval by EHE College Council
Ph.D. Consumer Sciences	New	Name changed to align with unit. Otherwise, straight conversion. Includes a 12-credit hour common core.	Nov. 19, '10	Dec. 3, '10
M.S. in Consumer Sciences	New	Name change to align with unit. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Major in Consumer and Family Financial Services	Converted	Have new common core with other undergraduate majors in dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Major in Fashion and Retail Studies	Converted	Have new common core with other undergraduate majors in Dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Major in Hospitality Management	Converted	Have new common core with other undergraduate majors in Dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Minor in Consumer Sciences	Converted	Straight conversion.	Nov. 19, '10	Dec. 3, '10
Minor in Fashion and Retail Studies	Converted	Straight conversion.	Nov. 19, '10	Dec. 3, '10

Courses	Number	Extent of Change	Approval by EHE Curr. Committee	Approval by EHE College Council
New graduate courses	3	New	Nov. 19, '10	Dec. 3, '10
New undergraduate courses	9	New	Nov. 19, '10	Dec. 3, '10
Total new Courses	12			
Re-envisioned graduate courses	12	Re-envisioned	Nov. 19, '10	Dec. 3, '10
Re-envisioned undergraduate courses	21	Re-envisioned	Nov. 19, '10	Dec. 3, '10
Total re-envisioned courses	33			
Graduate courses	17	Converted	Nov. 19, '10	Dec. 3, '10
Undergraduate courses	28	Converted	Nov. 19, '10	Dec. 3, '10
Total converted courses	45			
Total number of all courses	90			

College Approval

I have carefully reviewed all semester conversion materials for the Department of Consumer Sciences, having done so conjointly with the EHE Curriculum Committee. I also have discussed these materials with Dean Achterberg. This memo signifies Dean's level approval of the entire semester conversion package for the Department of Consumer Sciences.



Department of Consumer Sciences

College of Education and Human Ecology
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November 12, 2010

Dear Curriculum Review Committee,

The Department of Consumer Sciences in the College of Education and Human Ecology is presenting a total of five degree programs and two minors for semester conversion in Summer of 2012. Of the five degree programs, three are undergraduate programs including: Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services and two are graduate programs in Consumer Sciences (MS and Ph.D.). Two minors will be converted taking new names: Consumer Sciences and Fashion and Retail Studies. The current programs in the department and college are:

- a. Undergraduate majors: BS in Hospitality Management, BS in Human Ecology with majors in Fashion and Retail Studies, and Consumer and Family Financial Services
- b. Undergraduate minors: Consumer Services and Textiles & Clothing
- c. Graduate programs: MS and Ph.D. in Human Ecology with specializations in Hospitality Management, Fashion and Retail Studies, and Family Resource Management

The faculty in the Department of Consumer Sciences have participated in a year long review of curriculum, commencing with research on programs at benchmark institutions and a review of survey information from program alumni. Much of the work on our undergraduate programs was done within program groups representing the interests of the three areas of study in Consumer Sciences: Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services. The graduate faculty worked as a committee of the whole. At the start of Autumn 2009 each program faculty committee redefined program learning goals and linked these goals to a formal assessment plan. With this background, a curricular map of existing programs was drafted to identify any holes in coverage and redundancies. These maps served as the basis for program modifications.

For the undergraduate programs, common changes were the addition of new courses to cover gaps in the curriculum as seen through examination of the curricular maps, elimination of courses considered redundant, merging of existing courses facilitated by the extra time in semesters, and/or identification of courses from other units that complement learning goals in each program. Each of the three undergraduate programs and two minors is presented as a conversion to semesters with minimal changes to program goals and curricular requirements.

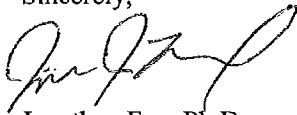
For the graduate programs, the department's situation is somewhat unique. Our proposal is for two new graduate programs (MS and Ph.D.) in Consumer Sciences. Previously our graduate degree programs were in Human Ecology, encompassing students working in Human Nutrition, Human Development and Family Science, and Consumer Sciences. Faculty from all three units agreed that one single degree is not adequately representative of these three areas of study as there is no common core of study amongst the

programs. To be more representative of the core area of study, each of the three units that previously contributed to graduate degrees in Human Ecology is proposing a new graduate program. In Consumer Sciences the proposed graduate program parallels our undergraduate program with a set of core requirements in consumer sciences followed by courses derived from 3 areas of study: Hospitality Management, Fashion and Retail Studies, and Family/Consumer Economics. These are not tracks and represent only an advanced treatment of consumer sciences within a specific market setting.

Faculty approval for the five degree programs and new (or significantly modified) courses was recorded through a formal vote on each program and course at one of two day-long retreats held in early June and mid-September 2010. At these meetings the undergraduate proposals drafted by program area groups were presented, discussed and put forward for full faculty vote. The Fashion and Retail Studies and Consumer and Family Financial Services programs were approved unanimously in these retreats. The Hospitality Management proposal required more significant revision as a result of faculty discussion and the subsequent vote was conducted online with all Consumer Sciences faculty voting and approving the final proposal. The MS and Ph.D. programs in Consumer Sciences were also reviewed and voted upon in the September retreat and the approval was unanimous through a formal and recorded vote. The two minor conversions were voted upon electronically by faculty in early November.

The faculty in Consumer Sciences submitted a strong rationale for programmatic changes, appropriate transition plans, and a plan to meet the resource requirements that come with these five degree and two minor proposals. I recommend approval of the BS degrees in Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services; minors in Consumer Sciences and Fashion and Retail Studies; and the two graduate degrees (MS and Ph.D.) in Consumer Sciences.

Sincerely,



Jonathan Fox, Ph.D.
Interim Chair
Consumer Sciences

The program area of Fashion and Retail Studies in the Department of Consumer Sciences has historically housed majors in apparel product development, fashion merchandising, residential interiors merchandising, and textile sciences. In 2004 the program participated in an external program review. As a result of the recommendations of that review, the faculty made plans for revisions to the undergraduate curriculum that would take place over an extended period of time. The faculty wanted the new curriculum to 1) maintain an identity with product knowledge in the areas of fashion related products, 2) address emerging trends in fashion and retail merchandising, and 3) support a cohesive department core in consumer studies.

In Autumn of 2007, a new undergraduate program sheet became effective that reflected some of these goals. Changes to the undergraduate program included, 1) a new department core of consumer science courses, 2) the identification of 2 program options (Product Development and Merchandising), 3) new courses in international retailing, and retail environments, and 4) restructuring of existing courses to include content on trend analysis, branding, global issues in sourcing, multi-channel selling streams, and consumer/industry interface in product development. In 2008 faculty voted to change the name of the program area from "Textiles and Clothing" to "Fashion and Retail Studies" to better reflect the nature of the program. The new name became official in 2009.

Faculty continued their review of the undergraduate curriculum by investigating competencies needed for employment in fashion retail. Consultation with a newly formed Industry Task Force (Spring 2008) helped to further refine required knowledge and skills. Based on these studies faculty determined that, 1) competencies for employment in Product Development and those needed for Merchandising often overlapped, 2) the current curriculum needed a better balance with additional content in retail merchandising, sourcing, and marketing, and 3) some of these merchandising and marketing content areas corresponded with content areas also required in the Hospitality Management program.

Therefore with the opportunities provided for revisions during the semester conversion faculty decided to make further changes to the FRS Program sheet. These included:

- 1) Merging the Product Development option and the Merchandising option so that now all students in the program will take a balanced core of course representing both areas.
- 2) Providing additional merchandising and marketing content in cooperation with the Hospitality Management program area. Two courses are revisions of current Hospitality courses (a marketing course and a personnel course). A third course is, newly created with content in store operations. Content in mass merchandising was added to an existing course.
3. Combining and reconfiguring content in the product development courses. In particular additional content in sourcing and branding was added. There is a net reduction of 3 courses in the Product Development area in the semester curriculum plan.
4. Providing choices at the most advanced level with more specialized courses in product development, merchandising, and consumer services.

The new semester FRS curriculum benefits students in that it improves the quality of their education by providing a more comprehensive knowledge base of the entire fashion retail industry. This allows FRS graduates to seek employment from a broader job market. In

addition, long term career opportunities are enhanced particularly for higher level jobs in corporate positions. Previously the FRS curriculum plan relied on supporting courses from outside of the department. Often these courses offered content that was not specifically related to the retail/hospitality industries. The new Hospitality/Fashion and Retail common courses will allow students to focus on more relevant content. Reconfiguring of the product development courses helps students to see the connection of content that was once offered in separate courses. The addition of information on sourcing, mass-merchandising, and branding makes graduates more competitive for jobs nationally and internationally.

Department	Title	Crdt Hrs
CS-FSNRTS 2370	Aesthetics of Fashion and Retailing	3
CS-FSNRTS 2371	Textiles	3
CS-FSNRTS 2372	Appearance, Dress, and Cultural Diversity	3
CS-FSNRTS 2373	Business of Fashion and Retailing	3
CS-FSNRTS 2374	Twentieth Century Fashion & Beyond	3
CS-FSNRTS 3470	Apparel Product Design and Branding	3
CS-FSNRTS 3471	Textile Product Quality	3
CS-FSNRTS 3474	Fashion Forecasting	3
CS-FSNRTS 4570	Product Data Management & Apparel Product Devlpt	3
CS-FSNRTS 4575	Retail Environments	3
CS-FSNRTS 4576	Global Sourcing & Trade in Textile Products	3
CS-FSNRTS 4577	Fashion and Retail Promotions	3
CS-FSNRTS 4583	International Retailing	3
CS-FSNRTS 4585	Merchandise Buying and Management	3

Department	Title	Crdt Hrs
CS 2910	Consumer Problems and Perspectives	3
CS 2990	Professional Development	1
CS 3910	Consumer Service and Satisfaction	3
CS 3930	Consumer Decision Making	3
CS 3940	The Multicultural Consumer – Methods of Data Analysis	3
CS 3191	Internship	3
CS 4191	Post Internship	9-12
CS 4990	Practicum in Consumer Sciences	
CS 5193	Individual Studies	1 -7

CS 5194	Group Studies in Consumer Sciences	1- 7
CS 4998	Undergraduate Research in CS	1-3
CS-HM 4600	Special Events Planning and Management	2
CS CFMFNS 3270	Families in Business	3
CS-FMSFNS 5140	Topics in Consumer Sciences	1-4
CS 5798	Study Tour	1-12
Econ XXXX	(Equivalent to Economics 200)	3
CS & E XXXX	(Equivalent to CS & E 200)	3
AMIS XXXX	(Equivalent to Accounting 310)	3
BUS MS XXXX	(Equivalent to Bus Ms 430) Foundations of Operations Management	3
BUS MHR XXXX	Equivalent to Bus Mhr 400) Foundations of Management and Human Resources	3
BUS M&L XXXX	(Equivalaent to Bus M&L 450) Foundations of Marketing	3

FASHION & RETAIL STUDIES SEMESTER PROPOSAL 12/2/10
Effective for NFQF and New Transfer students admitted to the College of Education and Human Ecology

Name _____ Advisor _____

COURSE & NUMBER	SEM	GR	YR	COURSE & NUMBER	SEM	GR	YR
UNIVERSITY REQUIREMENTS (47)				⁴ MAJOR REQUIREMENTS (30)			
Writing (6)				FRS 2370 Aesthetics Of Fashion And Retail	3		
English 1110.01 or 1110.02 or 1110.03	3			FRS 2371 Textiles	3		
2 nd level writing (2367)	3			FRS 2373 Business Of Fashion & Retail	3		
				FRS 3471 Textile Product Quality	3		
Literature (3)	3			FRS 3474 Fashion Forecasting	3		
				FRS 4575 Retail Environments	3		
Arts (3)				FRS 4576 Global Sourcing & Trade In Tex Pro	3		
Art Ed 252 OR 350/ (suggested)	3			FRS 4577 Fash And Retail Promotions	3		
				FRS 4585 Merch Buying And Management	3		
Math (3)							
Math Placement R or higher	0			Field/Work Exper. (at least 1 of the following)			
Math 130 or 148	3			Con Sci 3191 Internship or 4191 Internship Portfolio Exp.	3		
Data Analysis (3)				SUPPORTING COURSES (12)			
Stats 135 or 145	3			CS&E 200 Computer Assist Problem Solv for Bus.	3		
Science (10)				AMIS 310 Fund of Accounting (EQUIV)	3		
Bio Science with lab	5			Bus MS 430 Foundations of Operations Management or Bus MHR 400 Found. of Mngt & Hm Resources	3		
Physical Science with lab Chemistry	5			Bus M&L 450 Foundations of Marketing Management	3		
Historical Study (3 hours)				CHOOSE at least 9 hours from below			
FRS 2374 20 th Century Fashion & Beyond (pending)	3			FRS 3470 Appar Prod Dev & Branding	5		
				FRS 4570 Prod Data Mgt & App Prod Dev	5		
Social Sciences (6)				FRS 4583 International Retailing	3		
FRS 2372 Appear, Dress, Cult Diversity	3			Bus Ms 430 Found. Of Operations Management	3		
Econ 200	3			Bus Mhr 400 Found. Of Mngt & Hm Resources	3		
				Con Sci 4990 Practicum In Consumer Sciences	1-3		
Culture & Ideas or Historical Studies (3)	3			Con Sci 5798 Study Tour	1-4		
				Con Sci 5797 Study Tour At Foreign Institution	1-12		
Open Option (2 courses)				CS Cfmfns 3270 Families In Business	3		
Choice	3			Con Sci 5193 Individual Studies In Consumer Sciences	1-3		
Choice	3			Con Sci 5194 Group Studies In Consumer Sciences	1-6		
HEC 100	1			HM 4600 Special Events Planning & Mngt	2		
				Con Sci 4998 UG Research In Consumer Sciences	1-3		
Department Core (13)				CS CFMFNS 5140 Topics In Consumer Sciences	1-4		
Con Sci 2910 Consumer Problems And Perspectives	3			Con Sci 3191 Internship Or Con Sci 4191 Internship Portfolio Experience	3		
Con Sci 3910 Consumer Service And Satisfaction	3						
Con Sci 3930 Consumer Decision Making	3						
Con Sci 3940 The Multicultural Consumer: Methods of Data Analysis	3						
Con Sci 2990: Professional Development	1						
FREE ELECTIVES (9)	9			CREDIT HOURS REQUIRED	120		

FASHION & RETAIL STUDIES

Effective for NFQF and New Transfer students admitted to the College of Education and Human Ecology SU 10 - SP 11

Name _____ Advisor _____

COURSE & NUMBER	HRS	GR	QT/YR	COURSE & NUMBER	HRS	GR	QT/YR
UNIVERSITY REQUIREMENTS (75-80)				MAJOR REQUIREMENTS (30)			
SKILLS (19-24 hours)				CS FSNRTS 200 FASHION, BODY, POP CULTURE	3		
Writing and Related Skills (10)				CS FSNRTS 270 AESTHETICS OF APPEARANCE	3		
ENGLISH 110.01 or 110.02 or 110.03	5			CS FSNRTS 275 BUS OF FASHION	3		
ENGL 367 (OR 2 ND LEVEL WRITING (see EHE GEC list).	5			CS FSNRTS 371 TEXTILES	5		
				CS FSNRTS 374 FASHION FORECASTING	3		
Quantitative and Logical Skills (9-14)				CS FSNRTS 375 READY TO WEAR ANALYSIS	3		
¹ MATH 130 OR 148 OR LEVEL M	0-4			CS FSNRTS 525 RETAIL ENVIRONMENTS	5		
CS&E 101 OR 200	4-5			³ LEVEL WRITING –(COMM 368, 569, 602, 604, 614 or English 304)	5		
STAT 135 OR 145	5						
BREADTH (45 hours)				SPECIALIZATION			
Natural Sciences (20)				Merchandising Specialization (33)			
CHEM 101 OR 121	5			Course list on back			
CHEM 102 OR 122	5			Product Development Specialization (30)			
² BIOLOGY 101 OR CHOICE	5			Course list on back			
² HUMN NTR 210 OR CHOICE	5						
				PROFESSIONAL SUPPORT COURSES (15)			
Social Sciences (15)				CS FSNRTS 289 FIELD EXPER	3-10		
CS FSNRTS 372	5			AND			
PSYCH 100, Rural Soc 105, or SOC 101	5			5-12 or from Professional Support List or any CS FSNRTS Course NOT used in another area	5-12		
ECON 200	5			OR			
				⁵ CS FSNRTS 589 FIELD WORK	15		
Art & Humanities (10)							
³ LITERATURE	5						
³ VISUAL/PERF ARTS	5						
HISTORICAL STUDY (10 hours)							
³ CHOICE	5						
³ CHOICE	5						
HEC 100	1						
DEPARTMENT CORE (17 hours)							
CON SCI 300 The Consumer Perspective	2						
CON SCI 310: Consumer Service/Satisfaction	3						
CON SCI 340: Multicultural Consumer	5						
CON SCI 543 Consumer Decision Making	5						
CON SCI 595: Professional Development	2						
FREE ELECTIVES (6-14)							
				CREDIT HOURS REQUIRED	181		

¹Must be successfully completed before admission to this major.

²Four science courses are required. There must be one sequence, one lab, and at least one physical and one biological science course (see HEC GEC list).

³Three diversity courses are required and they may be met through other GEC requirements. Take one with a bullet, one with a star, and one with a diamond; or one with a bullet and two with stars (see HEC GEC list).

⁴Must earn C- (1.7) or better in all CS FSNRTS courses. ⁵A 2.5 cphr is required.

MERCHANDISING SPECIALIZATION COURSES

OPTION REQUIREMENTS (33)		HRS	GR	QRT/YR
CS FSNRTS 576	Global Pat/Issues Text Trade	3		
CS FSNRTS 683	Intl Retailing	5		
CS FSNRTS 685.01	Merchandise Buying	5		
AMIS310	Found Of Accounting	5		
Choose 15 cr from the following:				
BUS M&L 450 or CS HSPMG 480	Found of Market Mgt Intro to Hospitality Marketing	4		
BUS MHR 400 or CS HSPMG 460	Found Mgt & HR Personnel & Organization in HM	4		
COMM 200	Comm in Society	5		
COMM 240	Intro to Comm Technology	5		
ConSci 590	Res Practicum	1-5		
ConSci 593	Independent Study	1-5		
CON SCI 694	Group Studies	1-10		
CS FSNRTS 571	Text Anal/Evaluation	5		
CS HSPMG 661	Special Events Planning &Mgmt	2		
CS FSNRTS 674	20 th Century Fashion	5		
CON SCI 699	Undergraduate Research in CS	1-5		
CS FSNRTS 685.02	Merchandise Buying & Mgt Tech	1		

MERCHANDISING PROFESSIONAL SUPPORT COURSE LIST

To fulfill the supporting course requirement for students enrolled in TC 289, select 5-12 credit hours from the list below

		HRS	GR	QRT/TR
Any CS FSNRTS class	Not used in another area			
ECON 201	Prin of Macro Economics	5		
BUS FIN 420	Found of Finance	4		
BUS MGT 430	Found Of Operation Mgt	4		
BUS ADM 555	Intro Intl Bus	4		
BUS MHR 660	Managing HR	4		
COMM 311	Visual Comm Design	5		
COMM 320	Intro to Interpersonal Comm	5		
COMM 367	Persuasive Comm	5		
COMM 431	Strategic Comm Principles	5		
COMM 602	Magazine Writing	5		
COMM 642	Mass Comm & Society	5		
INT STU 356	Intro to Globalization	5		
	Foreign Language (Choice)	5		
	Foreign Language (Choice)	5		

PREREQUISITES FOR TC COURSES

A grade of C- or better is required for CS FSNRTS courses.

COURSE PREREQUISITE(S)

CS FSNRTS 289	FRS Major, 2.00 CPHR, FRS 270, 275, & 375 & Permission Of Instructor
CS FSNRTS 371	2 nd Year Standing
CS FSNRTS 374	FRS 275
CS FSNRTS 375	FRS 270, 371
CS FSNRTS 370	FRS 270, 375
CS FSNRTS 525	FRS 270, 372, CON SCI 340
CS FSNRTS 571	FRS 371, CHEM 102, & STAT 133,135,or 145
CS FSNRTS 589	FRS Major, 2.5 PHR, Rank 4, 595D, 16 Hrs FRS Major
CON SCI 590	Rank 3 Or 4 And Permission Of Instructor
CON SCI 593	Permission Of Instructor And Approval Of Academic Coordinator
CON SCI 595	FRS 270, 275 and Rank 3
CS FSNRTS 670	FRS 270, 370, 371, 375; Art Ed 252 or ART 350 & Permission Of Instructor
CS FSNRTS 674	FRS 371, AND RANK 3
CS FSNRTS 673	FRS 670 And Permission Of Instructor
CS FSNRTS 685.01	FRS 275, AMIS 310 or 211, CS&E 101 or 200, Math 130 or higher
CS FSNRTS 685.02	FRS 275; AMIS 310 or 211; CS&E 101 or 200, Math 130 or higher; must be taken concurrently with 685.01
CS FSNRTS 683	FRS 275, AMIS 310 or 211, CS&E 101 or 200, Math 130 or higher
CS FSNRTS 720	Graduate Standing or Permission of Instructor

PRODUCT DEVELOPMENT SPECIALIZATION COURSES

OPTION REQUIREMENTS (30)		HRS	GR	QRT/YR
CS FSNRTS 571	Text Anal/Evaluation	5		
CS FSNRTS 370	Apparel Prod Dev	5		
ART ED 252 OR ART 350	Apparel Prod Dev	5		
Choose 15 cr from the following:				
Allied Med 721	Home Modifica/Univ Design	3		
Con Sci 590	Research Practicum	1-5		
Con Sci 593	Indep Study	1-5		
CS FSNRTS 670	CAD In App Prod Dev	5		
CS FSNRTS 673	Prod Data Mgt App Prod Dev	5		
CS FSNRTS 674	20 th Century Fashion	5		
Con Sci 694	Group Studies	1-10		
CS FSNRTS 720	Aging And Design	3		
CS FSNRTS 772	Costume and Culture	3		
CS HSPMG 661	Special Events Planning &Mgmt	2		
CON SCI 699	Undergraduate Research in CS	1-5		

PRODUCT DEVELOPMENT PROFESSIONAL SUPPORT COURSE LIST

To fulfill the supporting course requirement for students enrolled in TC 289, select 5-12 credit hours from the list below

Art and Design		HRS	GR	QRT/YR
Any CS FSNRTS class	Not used in another area			
Allied Med 721	Home Modifica/Univ Design	3		
ANTHRO 202	Culture Anthro	5		
ANTHRO 421	Regional Surveys	5		
ART 205	Beginning Drawing	5		
ART 206	Vis. Studies: Two Dimen	5		
ART 300	Intro to Photography	5		
ART 370	Life Drawing	5		
ART 372	Color Theory	5		
ART 400	Photography II	5		
ART 570.02	Life Drawing Studio	5		
ART ED 252	Intro Comp to Visual Art	5		
ART ED 352	3D Computer Graphics	5		
CS HspMg 460	Hm Res Mngt	4		
CS FSNRTS 576	Gibl Pat/Iss Text Trade	3		
CS FSNRTS 683	Intl Retailing	5		
CS FSNRTS 685.01	Merch Buying	5		
HIST ART 201	Western Art I	5		
HIST ART 202	Western Art II	5		
HIST ART 213	Art Asian Art	5		
HIST ART 216	Intro African Art	5		
HDFS 360	Family Devel	5		
HDFS 361	Intro Child Devel			
HDFS 362	Middle Child & Adoles	5		
HDFS 364	Life Span Human Dev	4		
PSYCH 335	Psych of Adj	5		
PSYCH 367.01	Social Psych	4		
PSYCH 550	Childhood	5		
PSYCH 551	Adolescence	4		
PSYCH 552	Adult Years	5		
THEATRE 222	Tech Product Fund	5		
THEATRE 651	Inter Stage Costume	3		
THEATRE 656	Costume Design for the Stage	3		

Students in the Fashion and Retail Studies program who began their degree under the quarter system and must transition to the semester system before graduation will not be delayed nor disrupted toward progress toward their degree. The following policies may be used by FRS advisors when working with students to assure their progress toward degree:

- a. Allow students to move from their original quarter program sheet to the new semester program sheet.
- b. The 2011-2012 FRS Program sheet will not be changed to offer some consistency for at least 2 years of students.
- c. Wave pre-requisites for newly formed semester courses when necessary
- d. Encourage current Freshman and Sophomore students interested in Fashion and Retail Studies to take the semester appropriate general education (GEC) courses (when possible)
- e. Advisors will have a “suggested list” of appropriate substitution courses for those students who have taken parts of courses that have been combined for the semester conversion. Advising for these will need to be on an individual basis since students’ programs are so varied.
- f. For special circumstances, in advanced courses, Individual Studies or Group Studies options may be used to allow students to take ½ of courses where 2 courses have been combined.
- g. For courses that have minimal changes and have gone from 5 quarter hours to 3 semester hours and automatic transfer of credits may be used.
- h. Additional trained advising support will be crucial to assuring that students will have the necessary assistance in making these transitions. Our current advising staff (one person) will not be able to manage this task alone.



September 22, 2010

To: Jonathan Fox
From: Steve Mangum
RE: Request for concurrence from Fisher College

Thank you for the materials received with regard to your concurrence request. Also, thank you for providing additional context for the request and helping me better understand the two justifications offered: a. courses relating specifically to the hospitality/fashion/retail industries, and b. courses dealing with the consumer decision making process presented from the consumer perspective. This has been very helpful as we have sought to carefully consider your request.

For organizational purposes the following discussion proceeds first with the proposed undergraduate courses, followed by the proposed graduate courses.

I. Proposed Undergraduate Courses

CS 2980; CS3950; CS3960: We are unable to provide concurrence on these courses. These proposed courses are largely duplicative of basic business courses offered to the broad OSU campus in our Business Minor program. In both the textbooks used and the topics covered we do not see these CS courses as being sufficiently focused on unique industry content to warrant separate course offerings.

CS FNRTS4577: This course proposal was the subject of spirited debate about the extent to which its topics and materials are industry specific and differentiable from promotion strategy courses offered here at Fisher. Given the course title and the specification of course segments, (e.g. "fashion identity", "fashion events") we will proceed with concurrence on this course.

CS CFMFNS 4260 Family Tax Planning: The assessment of our faculty is that this course overlaps to a significant degree (perhaps as much as 75%) with our AMIS 626 Tax Accounting 1 course which has the following description:

Fundamentals of the federal income tax, and how it influences taxpayer decisions. Emphasis is on individuals and businesses organized as proprietorships, but the rules generally applicable to all taxpayers are covered. H626 (honors) may be available to students enrolled in an honors program or by permission of department or instructor. Prereq: 521 or equiv.

Recognizing that the prerequisites to our course may restrict access by students from the Department of Consumer Sciences we will proceed with concurrence on this course while noting the high degree of content overlap. We appreciate the Department of Consumer Sciences moving to a title (Family Tax Planning) that helps accentuate any difference in underlying focus between the courses offered by the two different departments/colleges.

Senior Associate Dean

CS 3920 Consumer Relationship Building: This course proposal attracted significant attention in the review of your concurrence request. The course is on sales/personal selling as reflected in the course topics and in the title of the proposed text, "Selling Today: Creating Customer Value." The course duplicates personal selling coursework offered by Fisher's Department of Marketing and Logistics. Fisher faculty reviewing the course proposal in the context of Consumer Sciences' stated justification felt that this course does not meet the spirit of justification #2, "courses dealing with the consumer decision making process from the consumer perspective" with a "consumer protection and consumer education emphasis." Faculty voiced the view that the course is on selling to consumers (businesses and households alike) and that the course is more focused on the business side of the exchange than it is any notion of consumer protection or consumer education. Consequently we are not in a position to give concurrence on this course at this time. Additional direct conversation between CS and Fisher's Department of Marketing and Logistics could be pursued if desired.

CS CFMFNS 4130 Consumer Decision Making II: The content of this proposed course is covered, in greater detail, across three courses within Fisher College's core curriculum. As such these existing courses do not meet the needs of students envisioned in the proposed CS course. Consequently, despite the overlap in content, we are comfortable providing concurrence on this course.

CS CFMFNS 5140 Topics in Consumer Sciences: This proposed course is envisioned as one having flexible content based on topics of interest at a given point in time. Given this there is little for us to evaluate in the context of the supporting materials (e.g. no sample syllabus was provided). The general description of the course mentions "topics of most relevance to consumers" and uses as current examples "health care and the Consumer Financial Protection Agency." Having no basis on which to concur or not concur but generally trying to be supportive, we have gone ahead with concurrence.

II. Proposed Graduate Courses

Based on earlier communications my understanding is that the CS graduate program is small (5 to 7 graduates per year) and primarily focused on Ph.D. education (with 2 to 4 MS graduates per year but this being a research MS leading to the Ph.D.). Given this, our working assumption is that the relevant comparison in terms of Fisher offerings is to our Ph.D. program rather than to our MBA program offerings.

Rather than commenting individually on each of the four graduate course proposals sent, I offer a couple of general observations based on conversations with Fisher faculty in the various discipline areas. In doing this I recognize that clustering the comments risks criticism because any comment may apply differentially to the individual course proposals. In general: a) in content depth we see the four proposed courses as falling somewhere in between what we believe we offer at the MBA and the Ph.D. levels; b) we find the proposals to not be particularly targeted to hospitality or related industries nor particularly focused on a consumer perspective and therefore not well justified under either justification presented as the basis for the concurrence request; and c) while

certainly not wanting to offend any one, we generally believe that CS Ph.D. students in some cases might be better served enrolling in Ph.D. offerings found here in Fisher rather than in the proposed course about which we were invited to comment. We believe that PH.D. courses offered at Fisher are generally accessible to Ph.D. students in programs outside Fisher and that we are generally welcoming of such students.

Having made this observation, we do not believe it appropriate for us to seek to place constraints on the preparation of Ph.D. students and future faculty members in disciplines other than our own. Consistent with this philosophy we are offering our concurrence on the four graduate courses requested (CS HSPMG 8610, 8620, 8630, and 8640) while reiterating that "our door is generally open" to Consumer Science Ph.D. students interesting in participating in our Ph.D. level seminars.

1. Curriculum Map

1. Required courses offered by this unit	Acquire industry and consumer knowledge to enter a professional field related to Fashion and Retail Studies	Develop communication (oral, written & visual), management and technology skills in individual and group settings	Solve problems creatively in consumer and industry settings by gathering information, analyzing needs, developing, implementing and evaluating strategies of constituents	Evaluate and plan strategically through evaluation of opportunities and risks in Fashion and Retail Industries	Acquire knowledge, solve problems, and plan strategically in a global market	Develop and apply professional skills to enhance career success and satisfaction
FRS 2370 Aesthetics of Fashion and Retailing	Intermediate	Beginning	Intermediate	Beginning		Beginning
FRS 2371 Textiles	Intermediate	Beginning	Beginning	Beginning	Beginning	
FRS 2372 Appearance, Dress, Cultural Diversity	Intermediate	Intermediate	Intermediate		Intermediate	
FRS 2373 Business of Fashion and Retailing	Beginning	Intermediate	Intermediate	Intermediate	Beginning	Intermediate
FRS 2374 20 th Century Fashion	Beginning	Intermediate	Intermediate		Beginning	Intermediate
FRS 3471 Textile Product Quality	Advanced	Advanced	Intermediate	Beginning	Intermediate	
FRS 3474 Fashion Forecasting	Intermediate	Advanced	Advanced	Intermediate	Intermediate	Advanced
FRS 4575 Retail Env'n	Advanced	Advanced	Advanced	Intermediate		Intermediate
FRS 4576 Global	Advanced	Advanced	Advanced	Advanced	Advanced	

Sourcing & Trade in Textile Products						
FRS 4577 Fashion & Retail Promotions	Advanced	Advanced	Advanced	Advanced	Beginning	Beginning
FRS 4585 Merchandise Buying	Advanced	Advanced	Advanced	Advanced	Intermediate	

2. Required courses (offered <u>outside</u> of the unit)	Acquire industry and consumer knowledge to enter a professional field related to Fashion and Retail Studies	Develop communication (oral, written & visual), management and technology skills in individual and group settings	Solve problems creatively in consumer and industry settings by gathering information, analyzing needs, developing, implementing and evaluating strategies of constituents	Evaluate and plan strategically through evaluation of opportunities and risks in Fashion and Retail Industries	Acquire knowledge, solve problems, and plan strategically in a global market	Develop and apply professional skills to enhance career success and satisfaction
Required Department Courses						
CS 2910 Consumer Prob & Prspec	Beginning	Beginning	Beginning	Beginning	Beginning	
CS 2990 Profess Devlp.	Beginning	Intermediate	Beginning			Beginning
CS 3910 Cons Service & Satisfaction	Intermediate		Intermediate		Intermediate	
CS 3930 Cons Decision Making	Intermediate	Beginning	Intermediate	Intermediate	Beginning	Beginning
CS 3940 Multicultural Consumer	Intermediate	Intermediate	Intermediate	Intermediate	Intermediate	

CS 3191 Internship	Intermediate	Intermediate	Intermediate	Intermediate	(potential)	Intermediate
CS 4191 Post- Internship	Advanced	Advanced	Advanced	Advanced	(potential)	Advanced
Required Courses outside the Department						
Psych 100 or Soc 100 or Rural Soc 101	Beginning		Beginning			
Chem	Beginning		Beginning			
Statistics	Beginning	Beginning	Beginning			
Econ 200	Beginning		Beginning			
CS & E 200	Beginning	Beginning				
AMIS (310) Fund. Of Accounting	Intermediate	Intermediate	Intermediate	Intermediate		
BUS M&L 450 Foundations of Market Mgt.	Intermediate	Intermediate	Intermediate	Intermediate		Intermediate
Bus MS 430 Foundation of Oper Manage	Intermediate	Beginning	Intermediate	Intermediate		Intermediate
Bus MHR 400 Foundations of Mgt & HR	Intermediate	Beginning	Intermediate	Intermediate		Intermediate

3. Elective courses, tracks, baskets of courses	Acquire industry and consumer knowledge to enter a professional field related to Fashion and Retail Studies	Develop communication (oral, written & visual), management and technology skills in individual and group settings	Solve problems creatively in consumer and industry settings by gathering information, analyzing needs, developing, implementing and evaluating strategies of constituents	Evaluate and plan strategically through evaluation of opportunities and risks in Fashion and Retail Industries	Acquire knowledge, solve problems, and plan strategically in a global market	Develop and apply professional skills to enhance career success and satisfaction
FRS 3470 Appar Prod Dsign & Brand	Intermediate	Advanced	Advanced	Intermediate	Intermediate	Intermediate
FRS 4570 PDM & App Pro. Devlp.	Advanced	Advanced	Advanced	Advanced	Intermediate	Intermediate
FRS 4583 International Retailing	Advanced	Advanced	Advanced	Advanced	Advanced	Intermediate
CS-HM 4600 Spec Events Plan & Mgt.	Advanced	Advanced	Advanced	Advanced		Advanced
CS-CFMFNS 3270 Fam in Bus	Advanced	Advanced	Advanced	Advanced		Advanced
CS CFMFNS 5140 Topics in CS						
CS 5797 Study Foreign Inst.						
CS 5798 International Study Tour	Intermediate	Beginning	Intermediate	Intermediate	Advanced	Intermediat
CS 5193 Inv. Studies						
CS 5194 Group Studies						
CS 4990 Practicum CS						
CS 4998 UG Research						