Executive Summary

Request for Authorization to Implement: BA in Fashion Industry's Science and Technology

Requested by	College of Ag & Life Sci: School of Family & Consumer Sciences
CIP Code	19.0901, Apparel and Textiles, General
Purpose of Program	Modern fashion trends emerge simultaneously and spontaneously across the globe, powered by technology. The Fashion Industry's Science and Technology online major is the juncture where "fashion meets global business". The four-year curriculum encompasses introductory courses in strategic thinking while utilizing science and technology in design and business - art innovation, sustainability research, quantitative thinking, data analysis and economic management. Critical reasoning, through reading and writing, visual communication and apparel production technology, will be stressed. Agendas in both Fashion Merchandising and Fashion Design are fully interrelated in the fashion industry and in this online major. Fashion design focuses on the production of apparel where students learn fundamentals of professional pattern making and sewing techniques. Students master how to take a design from concept to finished garment. Fashion merchandizing students receive the finished apparel design and they perform marketing, product development, planning, distribution and management tasks. The online fashion major will allow students to identify differences in future fashion business models. They will master the skills needed for global retail operations and management and will learn how to ethically increase retail profits through fashion design, apparel knowledge and business acumen. They will learn about the symbiotic relationship where fashion merchandiser, fashion designer and technologist need to connect and combine forces in order to be successful. The Fashion Major will be delivered online and will include existing online classes currently being taught in the Fashion Minor. These classes can be adapted to on-ground classes for the traditional semester if necessary. There will be no emphasis in the online fashion major. Students will utilize their minor in order to accentuate the area of fashion they are interested in pursuing

	5-year projected annual enrollment				
	1st year	2nd year	3rd year	4th year	5th year
	100	150	175	200	225

Source(s) of Funding	RCM revenue Program Fee RCM Revenue

Approvals:
  ABOR
  Undergraduate Council
  CAAC

For use by Curricular Affairs:

☐ Create approval memo

☐ Send memo to college/dept and acad_org listserv

☐ Create UAccess Plan Table code(s) (secondary?)

☐ Upload approval memo and proposal documents to UAccess Plan Table

☐ Notify acad_org of the plan code creation

☐ Notify ADVIP team

☐ Update API, if necessary

THE UNIVERSITY OF ARIZONA.

New Academic Program Workflow Form

General

Proposed Name: Fashion Industry Sci & Tech

Transaction Nbr: 00000000000068

Plan Type: Major

Academic Career: Undergraduate

Degree Offered: Bachelor of Arts

Do you want to offer a minor? N

Anticipated 1st Admission Term: Sprg 2021

Details

Department(s):

AGSC

DEPTMNT ID	DEPARTMENT NAME	HOST
1236	School of Family & Consumer Sciences	Y

Campus(es):

MAIN

LOCATION	DESCRIPTION
TUCSON	Tucson

Admission application terms for this plan: Spring: Y Summer: Y Fall: Y

Plan admission types:

Freshman: Y   Transfer: Y Readmit: Y   Graduate: N

Non Degree Certificate (UCRT only): N

Other (For Community Campus specifics): N

Plan Taxonomy: 19.0901, Apparel and Textiles, General.

Program Length Type: Program Length Value: 0.00

Report as NSC Program:

SULA Special Program:

Print Option:

Diploma: Y   Bachelor of Arts in Fashion Industry's Science and Technology

Transcript: Y   Bachelor of Arts in Fashion Industry's Science and Technology

Conditions for Admission/Declaration for this Major:

Complete Online program assessment that involves an on-line orientation. A required minor provides a solid foundation in theories and methods applicable to the investigation of Fashion Industry's Science and Technology. The major also provides flexibility by enabling students to pursue a supporting area/minor such as art, humanities, journalism, and retail, in conjunction with course work in FIST. All students must maintain a minimum of 2.0 GPA. A minimum of a "C" grade is required for each FIST course. Failure to meet satisfactory academic program requirements as provided here in shall be grounds for academic probation. Policies for undergraduate standing progress, probation, and disqualification, as presented by ABOR shall be followed .(Please see policies https://catalog. arizona.edu/policy/undergraduate-academic-eligibility-policy)
The major requires the completion of 42 credit hours, with a grade of C- or higher in each course.

Requirements for Accreditation:

Optional accreditation after one year of major in actions FIST will be applying for an accreditation through TAPAC .
TAPAC, the Textile and Apparel Programs Accreditation Commission, is the official accrediting organization for baccalaureate level programs in textiles, apparel, and related areas.
The Purpose of TAPAC is to establish standards for the recognition of textile and apparel-related programs and through a peer review process, evaluate the characteristics and performance of individual programs against these established standards. Emphasis in the standards is on assessment of student learning outcomes and the program attributes that contribute to achievement of student learning outcomes.
 The Vision of TAPAC is to ensure outstanding higher education that advances excellence of the textile and apparel profession.
The Mission of TAPAC is to provide quality assessment and quality enhancement of programs in textiles and apparel and related areas.
Programs Eligible for TAPAC accreditation consideration include higher education programs in Textiles and Apparel and Related Areas. The Commission recognizes that a single program name does not accommodate all

configurations of relevant curricula. Textiles and Apparel programs or programs in Related Areas that have content areas compatible with the TAPAC academic standards may be eligible for TAPAC accreditation.

Program Comparisons

University Appropriateness

The proposed Fashion Industry Science and Technology (FIST) program clearly meets the University mission of continuously improving how we educate and innovate so we can lead the way in developing efficient problem-solvers capable of tackling our greatest challenges. Fashion can take the form of language; Fashion can be a way of communicating about, not only the world, but also the kind of world we live in.

Fashion is democratic. Everyone is engaged even when we try to disengage. What we choose to wear becomes who we think we are, what we think we would like to be and how we assume others perceive us. Like a universal language, fashion creates a shared global vision in an expressly human form of communication. Fashion trends emerge simultaneously and spontaneously across the globe, powered by inspired technology.

In this major the student will literally gain working knowledge using various modes of instruction. By integrating 21st century skills we will lead students to become problem solvers. Through multimedia tools and digital math tools applied in this major a student will investigate both the design of clothes and how clothes are manufactured, presented, marketed and consumed. This major has been designed to evolve even as technology and culture changes over time. This major offer instruction and support for students sharing, partnering, collaborating and even reflecting on their experiences through their unique apparel and storytelling in the domains of blogging and professional portfolio development while utilizing basic tools offered in Adobe Cloud, 3 D printing and Excel.

The proposed FIST program will be the first online fashion program in the state of Arizona. This major can also be presented as online-hybrid in our developing theory. Therefore, while we align with all strategic plan pillars, the one pillar we follow strongly is Pillar 3: The Arizona Advantage

Driving Social, Cultural, and Economic Impact

We will, study male apparel as female, or female as male and we will study gender-fluid designs. Age, modality and race are all delineated in this Fashion major because it is always necessary for fashion to innovate farther than is fashionable. Thus, students are required to choose a minor. The minor is required for the student to transform, or develop, farther in the more varied areas of fashion their interests require to expand their personal social, cultural and, of course their economic, impact.

While Arizona State and Northern Arizona University have fashion educational opportunities available for residents, they are mostly limited to studio classes and on-ground instructions, resulting in less flexibility and adaptability. FIST students and faculty will always be connected online with each other and with the extended U of A community. In other words, our community will extend beyond

buildings, disciplines and borders.

 The appropriate location for FIST is U of A because Norton School is located in University of Arizona's College of Agriculture & Life Sciences. Also, The Norton School is the most diverse unit in the University of Arizona with students from underrepresented groups in three current majors. Contained within the Norton School is the Frances McClelland Institute (FMI) that often focuses on research and community events that promote the well-being of individuals and families from underrepresented groups, especially related to racial and LGBT+ issues. I know FIST may not be directly tied to FMI, but FIST shares the same core values of the Norton School. We are focused on inclusivity, evidenced by programs in our School like FMI and others. We also care about diversity and inclusion and our Fashion major will be joining a unit well-positioned in inclusive practices and ideals. Since Fashion is so Democratic we know fashion, industries, science and technology all merge to generate real, productive change.

In closing I will leave the reader with a quote as stated by Karl Lagerfeld (creative director, fashion designer, artist, photographer) I am a fashion person, and fashion is not only about clothes - it's about all kinds of change

Arizona University System

NBR	PROGRAM	DEGREE	#STDNTS	LOCATION	ACCRDT
1	Fashion	BA	300	Arizona State University	N
2	Appl Humanities Fashion Study	BA	15	University of Arizona	N

Peer Comparison

See attached chart

Faculty & Resources

Faculty

Current Faculty:

INSTR ID	NAME	DEPT	RANK	DEGREE	FCLTY/%
07101627	Laurie Sheldon	1236-RCSC	Adj. Lect.	Doctor of Philosophy	.25
22088126	Elif Kavakci	1236-RCSC	Assit. Prof. Pract.	Master of Science	1.00
22071463	Elizabeth Heuisler	1236-RCSC	Assit. Prof. Pract.	Master of Arts	1.00
00362678	Charlette Padilla	1236-RCS	Assoc. Prof. Pract.	Master of Science	1.00

INSTR ID	NAME	DEPT C	RANK	DEGREE	FCLTY/%
00833548	Laura Tanzer	1236	Adj. Lect.	Doctor of Philosophy	.25
01339876	Silvia Van Riper	1236	Adj. Lect.	Doctor of Philosophy	.25

Additional Faculty:

Need for additional faculty will include POP hire to teach the new class in Apparel Influencer and back up for other classes in major and established minor. We are currently in the process of a spousal hire with the college of Med for Elif Kavakci. Laurie Sheldon to increase as a 1.0 FTE. Adjunct professors as needed. Adjunct lecturer in order to teach the new class in Adobe multimedia classes .25 FTE.

Current Student & Faculty FTE

DEPARTMENT	UGRD HEAD COUNT	GRAD HEAD COUNT	FACULTY FTE
1236-RCSC	119	0	3.30

Projected Student & Faculty FTE

	UGRD HEAD COUNT			GRAD HEAD COUNT			FACULTY FTE		
DEPT	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3
1236	100	200	300	0	0	0	3.30	4.50	5.50

Library

Acquisitions Needed:

None at the present time . The university library has already purchases on-line databases for the Fashion Minor. The same databases will be utilized.

Physical Facilities & Equipment

Existing Physical Facilities:

No anticipated special needs for physical facilities because the classes are taught as an online program. However, for the accompanying clubs, special events and recruiting workshops we would like to have
1. 5 more sewing machines @ 250/ea = $1,000
2. Fabric and notions annual budget = $1,000
3. Physical lab set-up for sewing workshops

Additional Facilities Required & Anticipated:

As program develops and expands, it is anticipated that a shared faculty office space for the additional adjunct lecturers during the semester they are teaching.
1. Academic advising support

2. Stipend for program administration .15 FTE
3. Adjunct hires at $5,000 per course
4. YuniquePLM - Product lifecycle management software for the fashion and apparel industry the software is free to educational institution, however annual licensing around $1,000/year
5. Sewing machine maintenance $ 850/year

Other Support

Other Support Currently Available:

The Fashion Major will be using the Adobe cloud that is free to all University of Arizona students. Also, using the equipment in the library Catalyst Studio: 3D printers, laser cutters, 3D modeling and AV and VR equipment. We have donated fabric and t-shirts from the Arizona trademark and licensing department. Also 12 Viking sewing machines that were purchased in 2019. The University of Arizona has purchases fashion databases and films for the fashion minor in which will be used in the fashion major.
Currently the fashion minor has 12 new Viking sewing machines. Material and notions donated from various community members. Fashion Minor remaining grant money around $1,000 and for 2020 -SFI grant around $500. Additional $4,000 given to the fashion student that wins New York Fashion Week competition from the University of Arizona trademark and licensing.

Other Support Needed over the Next Three Years:

1. Academic advising support
2. Stipend for program administration .15 FTE
3. Adjunct hires at $5,000 per course
4. POP hire to support new program classes

Comments During Approval Process

7/24/2020 3:37 PM
GMCCANN

Comments
I am approving on behalf of Norton School Director Laura Scaramella. Please see her approval under Letters of Support.

7/24/2020 3:54 PM
GMCCANN

Comments
Approved.

7/24/2020 4:02 PM
JEH

Comments
Approved.

NEW ACADEMIC PROGRAM-UNDERGRADUATE MAJOR
ADDITIONAL INFORMATION FORM

I.   **MAJOR DESCRIPTION** -provide a marketing/promotional description for the proposed program. Include the purpose, nature, and highlights of the curriculum, faculty expertise, emphases (sub-plans; if any), etc. The description will be displayed on the advisement report(s), Degree Search, and should match departmental and college websites, handouts, promotional

Modern fashion trends emerge simultaneously and spontaneously across the globe, powered by technology. The Fashion Industry's Science and Technology online major is the juncture where "fashion meets global business". The four-year curriculum encompasses introductory courses in strategic thinking while utilizing science and technology in design and business - art innovation, sustainability research, quantitative thinking, data analysis and economic management. Critical reasoning, through reading and writing, visual communication and apparel production technology, will be stressed.

Agendas in both Fashion Merchandising and Fashion Design are fully interrelated in the fashion industry and in this online major. Fashion design focuses on the production of apparel where students learn fundamentals of professional pattern making and sewing techniques. Students master how to take a design from concept to finished garment. Fashion merchandizing students receive the finished apparel design and they perform marketing, product development, planning, distribution and management tasks. The online fashion major will allow students to identify differences in future fashion business models. They will master the skills needed for global retail operations and management and will learn how to ethically increase retail profits through fashion design, apparel knowledge and business acumen. They will learn about the symbiotic relationship where fashion merchandiser, fashion designer and technologist need to connect and combine forces in order to be successful. The Fashion Major will be delivered online and will include existing online classes currently being taught in the Fashion Minor. These classes can be adapted to on-ground classes for the traditional semester if necessary. There will be no emphasis in the online fashion major. Students will utilize their minor in order to accentuate the area of fashion they are interested in pursuing.

II.   **NEED FOR THE MAJOR/JUSTIFICATION**-describe how the major fulfills the needs of the city, state, region, and nation. Provide market analysis data or other tangible evidence of the need for, and interest in the proposed major (and emphasis, if applicable). This might include results from surveys of current students, alumni, and/or employers or reference to student enrollments in similar programs in the state or region. Include an assessment of the employment opportunities for graduates of the program for the next three years. Curricular Affairs can provide a job posting/demand report by skills obtained/outcomes/CIP code of the proposed major. Please contact Martin Marquez to request the report for your proposal.

Fashions may change, but fashion, with a global worth of $2.5 trillion and projected annual growth of 4.3% (McKinsey & Co., 2019) is and will remain a major global industry.

The United States employs more than 1.8 million people (U.S. Congress JEC, 2019) in careers as fashion designers, art directors, information analysts, business operations specialists, buyers, pattern makers and designers in industries such as apparel and textile manufacturing, apparel, piece goods, and notions merchant wholesalers, clothing and clothing accessories stores, electronic shopping houses, information, professional, scientific, and technical services, and specialized design services (Table 1).

Consumer expenditures for clothing and footwear contributed $391.5 billion, in 2018, to GDP, accounting for 13.6% of nondurable goods consumption. These expenditures have grown 17.7% over the past seven years (Chart 1).

But while the industry is a powerful economic force, there is no denying that the fashion industry is changing. According to a survey by McKinsey & Co. (2019), executives described the industry as becoming digital, and fast. They also identified challenges facing the industry, such as: (1) dealing with volatility, uncertainty, and shifts in the global economy, and (2) the need to achieve greater sustainability and transparency.

These results make a clear case for a major that can meet the labor demands of a growing industry by producing graduates with data-analysis and decision-making skills, fashion awareness and business acumen and a global awareness.

While the pace of change in the fashion industry is remarkable, many of the occupations it encompasses are relatively immune to replacement by automated processes and artificial intelligences. According to landmark research by Frey and Osborne (2013), art directors, fashion designers, pattern makers, and purchasing managers have among the lowest probabilities of being replaced by computerized processes across all detailed occupation groups in the U.S. Thus, graduates will be well positioned to take advantage of new job openings in the coming decades.

Artificial intelligences are unlikely to be strong competitors for these jobs because they require high levels of creativity, problem-solving and advanced-digital skills, as well as social intelligence.

A. NEEDS FOR CITY, STATE, REGION AND NATION

As provided by the Bureau of Labor Statistics - the occupational outlook for fashion careers is quite good See following chart

Quick Facts: Fashion Designers	
2018 Median Pay	$72,720 per year $34.96 per hour
Typical Entry-Level Education	Bachelor's degree

Quick Facts: Fashion Designers	
Work Experience in a Related Occupation	None
On-the-job Training	None
Number of Jobs, 2018	25,800
Job Outlook, 2018-28	1% (Little or no change)
Employment Change, 2018-28	400

2019

Assistant Designer: $40,470

Design Director: $160,230

Marketing/Advertising Assistant: $43,910

Marketing Manager: $102,170

Assistant Publicist: $40,650

VP Publicity: $166,000

Assistant Market Editor (Print): $25,000

Director-Level Editor (Print): $116,750

Assistant Market Editor (Digital): $33,000

Director-Level Editor (Digital): $108,400

Associate Photo Editor: $41,000

Graphic Designer: $108,500

Sales Assistant: $39,210

Fashion Director (Retail): $129,500

Product Development Assistant: $44,480

Sourcing Manager: $135,710

Stylist's Assistant: $37,490

Stylist: $62,050

Influencer: $76,180

Model Agency Assistant: $42,570

Model Agent: $129,430

Table 1: Occupational Employment Statistics for Select Fashion and Apparel Industries
(see below)

Employment and Wages in Selected Fashion and Apparel Industries and Occupations	Number of Employees	Median Hourly Wage	Average Annual Wage
Apparel Manufacturing Industry (All Occupations)	113,370	$13.10	$38,040
Selected Occupations			
Computer Occupations	860	$36.86	$83,740
Design Occupations	3,150	$29.32	$76,440
Engineering Occupations	210	$34.33	$75,610
Management Occupations	4,800	$47.53	$127,320
Market Research and Analysts	510	$26.45	$61,120
Sales Occupations	4,760	$21.17	$59,870
Apparel, Piece Goods, and Notions Merchant Wholesalers (All Occupations)	153,330	$19.01	$57,980
Selected Occupations			
Art & Design Workers	10,720	$31.72	$79,600
Buyers and Purchasing Agents	2,130	$31.05	$69,310
Financial Specialists	2,100	$35.44	$86,570
General and Operations Managers	5,800	$60.34	$156,980
Market Research and Analysts	2,810	$28.56	$64,410
Top Executives	6,260	$64.23	$162,950
Clothing and Clothing Accessory Stores (All Occupations)	1,411,920	$11.67	$30,550
Selected Occupations			
Analysts	1,490	$25.30	$59,400
Computer Occupations	1,620	$30.68	$67,910
Fashion Designers	210	$40.53	$78,350
Graphic Designers	1,000	$21.37	$46,170
Management Occupations	36,730	$31.82	$89,220
Electronic Shopping (All Occupations)	397,570	$17.85	$51,120
Selected Occupations			
Art & Design Workers	7,740	$24.48	$57,520
Art Directors	680	$43.66	$97,240
Information Analysts	1,580	$43.06	$92,840
Marketing Specialists	9,250	$27.13	$63,280

Chart 1: Clothing and Footwear Personal Consumption Expenditure, 2011 - 2018

Clothing and Footwear Personal Consumption Expenditures
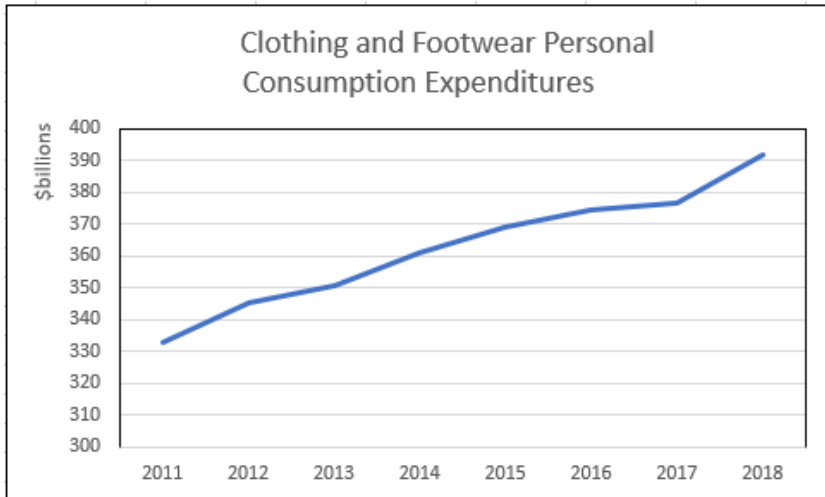
Source: BEA, Table 2.4.5 Personal Consumption Expenditures by Type of Product

References

Frey, C.B. & Osborne, M.A. (2013). The future of employment: how susceptible are jobs to computerisation? Technology Forecasting and Social Change, 114, 254-280.

McKinsey & Company, 2019. The State of Fashion 2019. Retrieved from: https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2019-a-year-of-awakening

U.S. Congress Joint Economic Committee, 2019. The Economic Impact of the Fashion Industry.

III. **MAJOR REQUIREMENTS**– complete the table below by listing the major requirements, including required number of units, required core, electives, and any special requirements, including emphases* (sub-plans), thesis, internships, etc. Note: information in this section must be consistent throughout the proposal documents (comparison charts, four year plan, curricular/assessment map, etc.). Delete the <mark>EXAMPLE</mark> column before submitting/uploading. Complete the table in Appendix A if requesting a corresponding minor.

Total units required to complete the degree	120
Upper-division units required to	42

complete the degree	
Foundation courses	████████████████████████████████████
Second language	4th semester Language Proficiency
Math	M-Strand
General education requirements	2 courses/ 6 units- Tier I 150 (INDV) 2 courses/ 6 units-Tier I 160 (TRAD) 2 courses/ 6 units-Tier I 170 (NATS) 1 course/ 3 units-Tier II Humanities 3 units-Tier II Arts 1 course/ 3 units – Tier II Natural Science 1 course/ 3 units - Diversity Emphasis
Pre-major? (Yes/No). If yes, provide requirements. Provide email(s)/letter(s) of support from home department head(s) for courses not owned by your department.	No
List any special requirements to declare or gain admission to this major (completion of specific coursework,	Complete online program assessment that involves an online orientation

minimum GPA, interview, application, etc.)	
Major requirements	■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■
Minimum # of units required in the major (units counting towards major units and major GPA)	42
Minimum # of upper-division units required in the major (upper division units counting towards major GPA)	18
Minimum # of residency units to be completed in the major	18
Required supporting coursework (courses that do not count towards major units and major GPA, but are required for the major). Courses listed must include prefix, number, units, and title. Include any limits/restrictions	0

needed (house number limit, etc.). Provide email(s)/letter(s) of support from home department head(s) for courses not owned by your department.	
Major requirements. List all major requirements including core and electives. If applicable, list the emphasis requirements for each proposed emphasis*. Courses listed count towards major units and major GPA. Courses listed must include prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions needed (house number limit, etc.). Provide email(s)/letter(s)	Fashion Industry's Science and Technology Core: Complete 5 courses (15 units) • (New) Digital Warrior FIST 100 • (New) History of Fashion Industry FIST 130 • Introduction to Fashion Retailing FCSC 215 • (New) Design Warrior FIST 200 • Science of Textiles FCSC 345 Fashion Industry's Science and Technology Electives: Complete 12 units. <table><tr><td>(New) Basic Sewing 1 (5 wks)</td><td>FIST 140 A (1 unit)</td></tr><tr><td>(New) Sewing 2 (8 wks)</td><td>FIST 140 B (2 units)</td></tr><tr><td>(New) The Business of Beauty</td><td>FIST 300 (3 units)</td></tr><tr><td>(New) Apparel Evaluation & Construction</td><td>FIST 375 (3 units)</td></tr><tr><td>(New) Apparel Influencers</td><td>FIST 400 (3 units)</td></tr></table>

(New) Apparel Production	FIST 425 (3 units)
(New) Fashion and Technology	FIST 450 (3 units)

Additional Electives: Complete 15 units

Space	ART 100B (2 units)
Surface	ART 100 E (2 units)
Amalgam	ART 100 F (2 units)
Fashion Consumer & Economy	RCSC 204(3 units)
Reporting the news	JOUR 205 (3 units)
Fashion Culture in France and Italy	ITAL 231 (3 units)
Fashion Promotion	FCSC 333 (3 units)
Fashion Forecasting and Research Trends	FCSC 335 (3 units)
Working: The Rewards and Costs of Employment	PAH 320 (3 units)
Intercultural Competence: Culture, Identity, Adaptation, and Intercultural Relations	PAH 372(3 units)
Pre-Internship: Building Career Readiness	PAH 383 (3 units)
Society Culture and Fashion Relationships	FCSC 435 (3 units)
Ethics and Diversity in the News Media	JOUR 439 (3 units)
Experiential Learning (study abroad, internships, practicum & preceptorship)	FCSC 399 taken up to (9 units)
Internship	PAH 493 (1 - 3 units)
Special Topics	RCSC 496 (3 units)

		Senior Capstone	PAH 498 (3 units)		
Internship, practicum, applied course requirements (Yes/No). If yes, provide description.	Optional				
Senior thesis or senior project required (Yes/No). If yes, provide description.	No				
Additional requirements (provide description)	Upon graduation a digital portfolio completed on Arizona Digitation software with various assignments and Adobe Software				
Minor (specify if optional or required)	Required				
Any double-dipping restrictions (Yes/No)? If yes, provide description.	Yes, up to 18 units may double dip with a major in Applied Humanities.				

*Emphases are officially recognized sub-specializations within the discipline. ABOR Policy 2-221 c. Academic Degree Programs Subspecializations requires all undergraduate emphases within a major to share at least 40% curricular commonality across emphases (known as "major core"). Total units required for each emphasis must be equal. Proposed emphases having similar curriculum with other plans (within department, college, or university) may require completion of an additional comparison chart. Complete the table found in Appendix B to indicate if emphases should be printed on student transcripts and diplomas.

IV. **CURRENT COURSES**–using the table below, list all existing courses included in the proposed major. You can find information to complete the table using the UA course catalog or UAnalytics (Catalog and Schedule Dashboard> "Printable Course Descriptions by Department" On Demand Report; right side of screen). If the courses listed belong to a department that is not a signed party to this implementation request,

upload the department head's permission to include the courses in the proposed program and information regarding accessibility to and frequency of offerings for the course(s). Upload letters of support/emails from department heads to the "Letter(s) of Support" field on the UAccess workflow form. Add rows to the table, as needed.

Course prefix and number (include cross-listings)	Units	Title	Course Description	Pre-requisites	Modes of delivery (online, in-person, hybrid)	Typically Offered (F, W, Sp, Su)	Dept signed party to proposal? (Yes/No)
FCSC 215	3	Introduction to Fashion Retail	A comprehensive overview of how the fashion business works. The course will feature topics covering the past and present in fashion personalities, fads, pop culture, product development and retail. The class will go through examples of people, principles, management practices, and retailer. In addition, we will examine fashions ethical awareness of the twenty first century.		Online /hybrid	F, Su	N
FCSC 345-	3	Science of Textiles	This course integrates the chemical composition, molecular arrangement, and physical structure of natural and manufactured fibers. Yarn and fabric manufacturing processes as well as finishing techniques are included. Attention is given to how these characteristics and techniques affect function, performance, and quality of textile products.		Online	Su	N
FCSC 435	3	Society Culture and Fashion	Universally, people make daily choices about what to or not to wear. This course presents a comparative examination of fashion across different cultural perspectives using Western and non-Western examples; we will take a three-pronged approach to distinguish dress across cultures, uncovering its relationship to human beings as biological, aesthetic, and social creatures. Therefore, we will explore topics that include anthropology, sociology, economics, fine arts, religion, natural sciences and technological changes.		Online	Su	N
FCSC 333	3	Fashion Promotion	This online course provides an analysis of the principles and practices of e-commerce in fashion retailing and their relationship to customer service integrated as fashion promotion. Topics included a survey of brick & mortar fashion customer, its technology underpinnings; understanding and		Online	Su	N

			communicating with the e-customer. Case studies and projects will be used to apply the concepts.				
FCSC 335 e	3	Fashion Forecasting	Develop the science of predicting future fashion trends. Learn the relationship between forecasting, trend prediction, external, social changes, and historical style movements. Analyze past styled movements and establish an understanding of historical context, consumer trends, buying patterns, fads, and cults. Research color palettes, surface and fabric trends and concepts, form and silhouette changes, and product shifts. Learn to synthesis trends for new product by gaining insight into consumers' attitudes and lifestyles phases. Group and individual projects are used to access the students learning. This course is not intended for RCSC majors. No RCSC credit will be given for this course.		Online	Su W	N
FCSC 399	1-9	Independent Study	Qualified students working on an individual basis with professors who have agreed to supervise such work. Includes internships, experiential learning, preceptorships, practicum, and study abroad)		Online /In Person	F SP SU W	N
RCSC 204	3	Consumer Fashion Economy	A study of consumer behavior and fashion adoption processes in contemporary society, the nature of fashion theories, the life-cycle, social and cultural processes and evolution of fashion, and the role of fashion in the global economy in general and in the fashion business industry in particular.		Online	F,Sp, Su	N
RCSC 496	3	Special Topics	The development and exchange of scholarly information, usually in a small group setting. The scope of work shall consist of research by course registrants, with the exchange of the results of such research through discussion, reports, and/or papers.		Online /In Person	F SP Su	N
Art 100B	2	Space	Space is an introduction to the conception and execution of art in three-dimensions (height, width and depth). Subtractive and additive approaches will be highlighted. Space is a project-emphasis art studio workshop. Form (the technical component of your artwork) and content (the conceptual/idea component of your artwork) receive equal emphasis, as they are the inseparable tools, which allow artworks to communicate. Projects command the formal elements (volume, mass, texture, etc.) for their ability to contain and convey meaning. This is an eight-week course.		Online In-peson	F,Sp	Y
Art 100 E	2	Surface	Surface is an introduction to the conception and execution of art in two-dimensions (height and width). Surface is a project-emphasis art studio workshop. Form (the technical component of your artwork) and content (the conceptual/idea component of your artwork) receive equal emphasis, as they are the inseparable tools, which allow artworks to communicate. Projects command the formal elements (composition, value, color, line, positive and negative space,		Online In Person	F,Sp	Y

			etc.) for their ability to contain and convey meaning. This is an eight-week course.				
Art 100 F	2	Amaglam	Amalgam is a project-emphasis studio art workshop. Form (the technical component of your artwork) and content (the conceptual/idea component of your artwork) receive equal emphasis, as they are the inseparable tools, which allow artworks to communicate. Projects command the formal elements (volume, mass, composition, value, color, etc.) for their ability to contain and convey meaning. This is an eight-week course.		In person	F,Sp	Y
Art 150B1	3	Engaging Visual Culture	This course, we will engage with concepts and practices of visual culture (which includes art) as they relate to our daily lives and to our own productive and consumptive practices. These concepts and practices necessarily have private, public, and profound political and educational affects. Because of this, it is important to understand visual culture and how it works, in order to knowingly interact with it throughout our lives.		In Person Online	F,Sp.W, Su	Y
Art 160D2	3	Design Culture and language	This course examines design and surrounding issues, methodologies, theories of visual language and communications. It focuses on the role designers have in shaping culture, the implications of design and the interconnected relationship to disciplines across the humanities		Online In Person	F SP W SU	Y

SCHOOL OF ART

Art Building #2 1031 N. Olive Rd. PO Box 210002
Tucson, AZ 85721-0002

Ofc: 520-621-7000
Fax: 520-621-2353

http://art.arizona.edu

THE UNIVERSITY OF ARIZONA
COLLEGE OF FINE ARTS
School of Art

June 8, 2020

Laura Scaramella, Ph.D.
School of Family and Consumer Sciences University of Arizona
McClelland Park, 401E PO Box 210078
Tucson, AZ 85721 Dear Dr. Scaramella:

I approve of the use of the following courses for the proposed major, Fashion Industry, Science and Technology, and enthusiastically support the major's creation.

ART 100B Space ART 100E Surface ART 100F Amalgam
ART 150b1 Engaging Visual Culture
ART 160D2 Design Culture and Language

PAH 320	3	Working: The Rewards and Costs of Employment	This course is about work and what it does for people and to people. It examines the physical, psychological, and philosophical costs and challenges of employment and how they affect people's lives. Students will examine the overall impact of labor on the psyche and character of the worker, considering the key question, "What does the work do to the worker"?		In Person Online	F SP W	Y
PAH 372	3	Intercultural Competence: Culture, Identity, Adaptation, and Intercultural Relations	This course provides students with an in-depth discussion of the key concepts and factors that have led to the development of the field of intercultural competence and provides students with extensive background and reading so as to take a critical perspective on intercultural competence and its future for them in a globalized world.		In Person Online	F SP SU	Y
PAH 383	3	Pre-Internship: Building Career Readiness	The internship consists of training and practice in an employment sector related to the students' desired career goals. The contributions by the student intern to the partner agency are meant to be meaningful and substantive. Each 3-unit internship experience is individually designed to maximize student specific learning during the 120 contact hours. Internship activities can include completing projects or delivering services that require collaboration, research, analysis, summarizing data, writing, presenting work visually and orally, investigating, planning, organizing, problem solving, critical thinking, innovating, influencing, persuading, decision making, and		In Person Online	F SP SU	Y

			networking. The academic side of the internship course is designed to help students maximize the undergraduate internship experience. Students develop and build effective negotiation and communication skills, reflect on and analyze their current skill set, and situate their internship experience within a broader academic and professional context. To this end, assignments are practical and relevant to the course purpose, as students engage in thoughtful reflection and career planning.				
PAH 493	1 -3	Internship	The internship consists of training and practice in an employment sector related to the students' desired career goals. The contributions by the student intern to the partner agency are meant to be meaningful and substantive. Each 3-unit internship experience is individually designed to maximize student specific learning during the 120 contact hours. Internship activities can include completing projects or delivering services that require collaboration, research, analysis, summarizing data, writing, presenting work visually and orally, investigating, planning, organizing, problem solving, critical thinking, innovating, influencing, persuading, decision making, and networking. The academic side of the internship course is designed to help students maximize the undergraduate internship experience. Students develop and build effective negotiation and communication skills, reflect on and analyze their current skill set, and situate their internship experience within a broader academic and professional context. To this end, assignments are practical and relevant to the course purpose, as students engage in thoughtful reflection and career planning.		In Person Online	F SP SU	Y
PAH 498	3	Senior Capstone	The Senior Capstone is a culminating experience for the BA in Applied Humanities, and focuses on helping students synthesize the learning and experiences they have accumulated while working on the degree. The course emphasizes broadly comprehensive knowledge about life skills and personal self-knowledge practices, and is intended to bolster student confidence for, and understanding of, possible life paths and careers that await them upon graduating from the University. Senior is standing required.		In Person Online	F, W, SP SU	Y

1103 E. 2nd Street PO Box 210076
Tucson, Arizona 85721-0076

Tel: (520) 621-3025

www.pah.arizona.edu

June 6, 2020
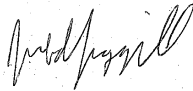
Laura Scaramella, PhD

Professor, Director, and Fitch Nesbitt Endowed Chair | John & Doris Norton School of Family & Consumer Sciences | College of Agriculture & Life Sciences
scaramella@email.arizona.edu Dear Dr. Scaramella:

Subject: Proposed BA in Fashion Industry, Science & Technology

On behalf of the Department of Public & Applied Humanities, I write this letter in support of the proposed BA in Fashion Industry, Science & Technology. The Department is pleased to approve the following courses for use in the new major:

PAH 320 (Working: The Rewards and Costs of Employment)	**PAH 493** (Internship)
PAH 372 (Intercultural Competence: Culture, Identity, Adaptation, and Intercultural Relations)	**PAH 498** (Senior Capstone)
PAH 383 (Pre-Internship: Building Career Readiness)	

The degree looks very exciting, and will no doubt be well received by students. Please let me know if there are additional ways we can help support the proposal.

Sincerely,

Judd Ruggill, PhD
Professor and Head | Department of Public & Applied Humanities | College of Humanities Affiliated Faculty:
- Africana Studies Program | College of Humanities
- Department of English | College of Social & Behavioral Sciences
- Graduate Interdisciplinary Program in Social, Cultural & Critical Theory
- Institute for LGBT Studies
- School of Information | College of Social & Behavioral Sciences
- School of Theatre, Film & Television | College of Fine Arts Co-Director, Learning Games Initiative
jruggill@email.airzona.edu

cc Kimberly Jones, PhD
Vice Dean for Academic Affairs | College of Humanities Affiliate Faculty:
- Graduate Interdisciplinary Program in Second Language Acquisition & Teaching kjones@email.arizona.edu

Italian 231	3	Fashion Culture in France & Italy	This course considers style, fashion and dress in France and Italy from a cultural studies perspective. Key to the cultural studies approach is the idea that gender, race/ethnicity, sexuality, nationality, class, and other subject positions organize identities, social relations and the objects and images that culture produces. After a general introduction to these conceptual terms, our course surveys French and Italian fashion history from the 1500s to the present day. Students grapple with key questions of cultural history, beginning with an analysis of the reasons why Paris has been regarded for so long as "the capital of fashion".		In Person Online	F W SP	Y

To Whom It May Concern:

I approve of the use of the following course for the proposed major, Fashion Industry, Science and Technology, and enthusiastically support the major's creation.

  Italian 231   Fashion Culture in France & Italy

Best wishes,
Denis Provencher

--

Dr. Denis Provencher
Professor and Head, Department of French & Italian
http://french.arizona.edu/people/denisprovencher
Affiliated with Anthropology || Gender and Women's Studies || LGBT Studies || Linguistics || Second Language Acquisition & Teaching
University of Arizona
549 Modern Languages Building
Tucson, Arizona USA 85721
My preferred pronouns are he/him/his

Editor-in-Chief, *Contemporary French Civilization*
Receive regular Table of Contents alerts here:
https://online.liverpooluniversitypress.co.uk/cfc

Jour 205		Reporting the News	Gathering, evaluating, and writing news. Completion of this course with a grade of C or better also satisfies the Mid-Career Writing Assessment (MCWA) requirement.		In Person Online	F Sp	Y
Journ 439	3	Ethics and Diversity	Analysis of ethical theory and how it relates to journalists' roles and responsibilities in a democratic society. Case studies involve questions of bias, accuracy, privacy and national security.	Grade of "B" in each	In Person Online	F Su W	Y

		in the News Media					semester of First-Year English composition, a grade of "C" in math 105 or higher, overall GPA of 2.5.			

V.   NEW COURSES NEEDED – using the table below, list any new courses that must be created for the proposed program. If the specific course number is undetermined, please provide level (ie CHEM 4**). Add rows as needed. Is a new prefix needed? If so, provide the subject description so Curricular Affairs can generate proposed prefix options.

Course prefix and number (include cross-listings)	Units	Title	Course Description	Pre-requisites	Modes of delivery (online, in-person, hybrid)	Status*	Anticipated first term offered	Typically Offered (F, W, Sp, Su)	Dept signed party to proposal? (Yes/No)	Faculty members available to teach the courses
FIST 100	3	Digital Warriors	This course is designed to		Online/hybrid	D	Spring 2021	F SP		Laurie Sheldon

			introduce students to a broad overview of fundamentals of math and with specific emphasis of Excel							
FIST 130		History of Fashion Industry	Students will examine garments and the evolution of apparel pieces based on need, necessities and wants of society. Comparing and contrasting similar design themes from various times, students will discuss the much implied social, political and cultural history of the apparel fashion industry and its visionaries		Online/hybrid	D	Spring 2021	F SP		Charlette Padilla
FIST 140 A & B	3	Basic sewing & apparel creation	Sewing techniques-- including cutting, construction, and finishing--are explored, using sewing machines to create sample garments and technical writing skills are developed		Online	D	Spring 2021	F		Elizabeth Heuisler
FIST 200	3	Design Warriors	Students explore various conception techniques that		Online/hybrid	D	Fall 2022	F & SP		TBA

			include traditional drawing, Adobe software applications and various image and manipulation techniques. Assignments emphasize dynamic, digital design development as applied trend boards, color stories, line sheets, line planning, and original silhouette development. Creating skillful presentations that flow across fashion and related industries.							
FIST 300	3	The Business of Beauty	An introductory course which will provide students with a dynamic overview of the global beauty industry. Students will gain an understanding of the different sectors of the business and will experience		Online/hybrid	D	Spring 2021	F & SP		Elif Kavakci

			through assignments, and case studies, the many unique aspects of beauty as a business. The course will explore the history of the beauty industry, the distinctive aspects of beauty marketing, and the role of cultural differences, which mold the business of beauty throughout the world. Prominence will be given to the influencer phenomenon and its impact on global beauty trends.							
FIST 375	3	Apparel Evaluation & Construction	Basic apparel construction and analysis of construction standards and techniques used in ready -to-wear market. Foundation for developing skills in garment specifications,		Online	D	Spring 2021	F		Elizabeth Heuisler

			assembly and finishing							
FIST 400	3	Apparel Influencers	The study of the design characteristics, contemporary markets and business models. Developing on how to coordinate collaborations with influencers, building new relationships and tracking the success of each influencer of leading apparel producers		Online	D	Fall 2021	F, SP		Elif Kavakci
FIST 425	3	Apparel Production	Introduce and communicate manufacturing processes, supply chain & spec techs. Students will develop working terms and methods. Introduce to ethical manufacturing apparel practices and applying the HIGG Index.		Online/ hybrid	D	Fall 2021	SP		Charlette Padilla
FIST 450	3	Fashion and Technology	An in-depth look at how technology impacts the fashion industry. Examines uses of technology in the fashion		Online /hybrid	D	Spring 2021	SP		Elif Kavakci

			design process, the emergence of wearable tech, the use of smart textiles, wearer-friendly interactive clothing, body scanners, and the Quantified Self (QS). The course further explores the revolutionary relationship between contemporary fashion and technology and how it translates into highly aspirational products that focus on self-expression. Students will execute apparel collection/concept with a seasonal plan. A digital portfolio will be reviewed							

*In development (D); submitted for approval (S); approved (A)

Subject description for new prefix (if requested). Include your requested/preferred prefix, if any:

VI. **FACULTY INFORMATION-** complete the table below. If UA Vitae link is not provided/available, attach a short CV (2-3 pages) to the end of the proposal or upload to the workflow form (in the "Letter(s) of Support" field). UA Vitae profiles can be found in the UA directory/phonebook. Add rows as needed. Delete the EXAMPLE rows before submitting/uploading. **NOTE: full proposals are distributed campus-wide, posted on committee agendas and should be considered "publicly visible". Contact Pam Coonan and Martin Marquez if you have concerns about CV information being "publicly visible".**

Faculty Member	Involvement	UA Vitae link or "CV attached"
Charlette Padilla	Teach FSCS 215,FCSC 435, FIST 425, FIST 450, FIST 130,RCSC 204 & Study Abroad Academic Advisor to Cutting Edge	https://home.interfolio.com/15959
Elizabeth Heiusler	Teach:RCSC 204, FCSC 333, FCSC 215, FCSC 333, FIST 140A & B,FIST 375, FIST 425	Upon Request
Elif Karafci	Teach FIST 300, FIST 400, FIST 450, FCSC 335	Upon Request
Laurie Sheldon	Teach FIST 100, RCSC 204	Upon Request
Laura Tanzer	Teach FCSC 345	Upon request

VII. FOUR-YEAR PLAN – provide a sample four-year degree plan that includes all requirements to graduate with this major and takes into consideration course offerings and sequencing. Refer to <u>Degree Search</u> for examples. Use generic title/placeholder for requirements with more than one course option (e.g. Upper Division Major Elective, Minor Course, Second Language, GE Tier 1, GE Tier 2). Add rows as needed.

Semester 1 Course prefix and number	Units	Semester 2 Course prefix and number	Units	Semester 3 Course prefix and number	Units	Semester 4 Course prefix and number	Units
FIST 100	3	ENGL 102	3	Second Language	4	Second Language	4
ENGL 101	3	FIST 130	3	FIST 200	3	FIST Elective	3
MATH (M-Strand)	3	GE Tier 1	3	FCSC 215	3	Major Elective	3
GE Tier 1	3	GE Tier 1	3	GE Tier 1	3	Major Elective	3
GE Tier 1	3	Major Elective	3	GE Tier 1	3	GE Tier 2	3
Total	15	**Total**	15	**Total**	16	**Total**	16

Semester 5 Course prefix and number	Units	Semester 6 Course prefix and number	Units	Semester 7 Course prefix and number	Units	Semester 8 Course prefix and number	Units
Second Language	4	Second Language	4	FIST Elective	3	Major Elective	3
FCSC 345	3	FIST Elective	3	GE Tier 2	3	Minor Course	3
FIST Elective	3	Major Elective	3	Minor Course	3	Minor Course	3
General Elective	3	GE Tier 2	3	Minor Course	3	General Elective	3
Minor Course	3	Minor Course	3	General Elective	2		
Total	16	**Total**	16	**Total**	14	**Total**	12

VIII. **STUDENT LEARNING OUTCOMES AND CURRICULUM MAP**—describe what students should know, understand, and/or be able to do at the conclusion of this major. Work with Office of Instruction and Assessment to create a curricular map using Taskstream. Include your curricular map in this section (refer to Appendix C for sample Curriculum Map generated using Taskstream).

Curriculum Map:

University of Arizona AMS » College of Agriculture & Life Sciences » Family and Consumer Sciences
BA Fashion Industry Science & Technology

BA Fashion Industry Science & Technology Curriculum Map
Courses and Activities Mapped to BA Fashion Industry Science & Technology Outcome Set

Courses and Learning Activities	Outcome 1: Business Fundamentals — Students will be able to demonstrate decisions making as it applies to the fashion industry, utilizing technology, data, and business methodologies, and interpreting product scholarly knowledge. They will be able to analyze buying and merchandising practices in both established and emerging fashion industries.	Outcome 2: Globalism — Students will be able to, in the global workplace environment, identify sustainable and unsustainable global production processes in the context of sales, quota, import/export data, and social & cultural norms.	Outcome 3: Technology — Students will be able to develop fashion awareness and business acumen by critically evaluating data measurement, describing techniques, and constructing 3D models and product samples that reflect both appropriate business decisions and creative design elements.	Outcome 4: Communication — Students will be able to support pioneering business decisions through clear written, verbal, and image communication, applying relevant industry terminology.	Outcome 5: Product Life Cycle — Students will be able to demonstrate knowledge of how to take a product from inception to market, merchandise a fashion line, merchandise a brand, and develop consumer demand, utilizing relevant media for the fashion product.	Outcome 6: Ethics — Students will be able to formulate social, economic, environmental, and ethical decisions based on combined personal, historical, and cultural events.
FIST 100 — Digital Warriors	I			I		
FIST 130 — History of Fashion Industry						I
FIST 140A — Basic Sewing			I			
FIST 140B — Apparel Creation			I			
FIST 200 — Technology for Fashion Presentation			P			
FCSC 215 — Intro to Fashion Retail	P	I			I	
FCSC 345 — Science of Textiles		P				P
FIST 375 — Apparel Evaluation & Construction				P	P	
FIST 400 — Apparel Influencers				A		
FIST 425 — Apparel Production					A	A
FIST 450 — Fashion Direct to Consumer	A	A	A			A

Legend :   **I**   Introduced   **P**   Practiced   **A**   Assessed   **I/P**   Introduced/Pract

28

IX. **ASSESSMENT PLAN FOR STUDENT LEARNING**- using the table below, provide a schedule for program assessment of intended student learning outcomes 1) while students are in the program and 2) after completion of the major. Add rows as needed. Delete <mark>EXAMPLE</mark> row.

Learning Outcomes	Sources(s) of Evidence	Assessment Measures	Data Collection Points
Outcome 1: Students will be able to demonstrate decisions making as it applies to the fashion industry utilizing technology, data, business methodologies and interpreting product scholarly knowledge. Analyze buying practices in both established and emerging *fashion industries*	Course -embedded assessments Peer-reviewed projects Student reflection essays, Alumni/Stakeholders surveys Student Portfolio	Exams, projects, and other forms of student works that emphasize business fundamentals Peer reviews Summative self -reflection of project	End of FIST 100, FCSC 215 & FIST 450
Outcome 2: Students will be able to in the global workplace environment, identify sustainable and unstainable global production processes in the context of sales, quota, import/export data, and social & cultural norms	Case studies, projects and end of semester presentations Student's finished textile notebooks	Arrangements of student works, and student reflections that will emphasize globalism Textile notebooks consisting of sourced fabrics	End of FCSC 215, FCSC 345 & FIST 450
Outcome 3: Students will be able to Develop fashion awareness and business acumen by critically evaluate data measurement, description techniques, construct 3D models and product samples that reflect both appropriate business	Mock student businesses and student produced apparel & collections Student Portfolio	Higgs Index, outside professional reviewers involved with technology and apparel critique. All students will create a business plan/and a fashion line	End and during these courses FIST 100, FIST 140 A&B, FIST 200 & FIST 450

decisions and creative design elements			
Outcome 4: Students will be able to support pioneering business decisions through clear written, verbal and imagery communication, applying relevant industry terminology.	Excel sheets and course embedded assessments Student produced notebooks with textile samples Student portfolios	Exams, textile notebooks & portfolios that communicate and apply industry terminology	End of FCSC 215 & 345, also FIST 425
Outcome 5: Students will be able to demonstrate knowledge of how to take a product from inception to market, merchandise a fashion line, merchandise a brand, and develop consumer demand, utilizing relevant media for the fashion product	Course embedded assessments Student projects & presentations Student Portfolio	Peer Review Exams and the reviewing/critiquing the process of student projects with the product life cycle	End of FCSC 215, FIST 200, FCSC 345 & FIST 450
Outcome 6: Students will be able to formulate social, economic, environmental, ethical decisions based on combined personal, historical, cultural events.	Course embedded assessments Student produced notebooks with textile samples Student created business models Student Portfolio	Exams and the reviewing/critiquing the process of student works with ethical decisions	End of FIST 130 & 345, FIST 425 & FIST 450

PROGRAM ASSESSMENT PLAN- using the table below, provide a schedule for program evaluation 1) while students are in the program and 2) after completion of the major. Add rows as needed. Delete <mark>EXAMPLE</mark> rows.

Assessment Measure	Source(s) of Evidence	Data Collection Point(s)
Job Placement Statistics	Student /Alumni Survey	At graduation and as part of alumni survey
Academic Program Review	Reviewers' responses	Every 7 years
Academic Program Review	Alumni and stake holders' survey on website	Every 2 year

X. **ANTICIPATED STUDENT ENROLLMENT**-complete the table below. What concrete evidence/data was used to arrive at the numbers?

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year	3rd Year	4th Year	5th Year
Number of Students	100	150	175	200	225

Data/evidence used to determine projected enrollment numbers:

Currently the online fashion minor has 150 students enrolled. I believe as soon as the fashion major is offered we will capture into the fashion major half if not more fashion minor students. Below, is a result of a quick survey that was created in Qualtrics. The survey was a volunteer survey given to undergrad students on April 22nd during school shutdown due to Covid 19. There was one open ended question asking the students to *Describe in a few sentences reflecting on current events and challenges why a fashion major is important?'* Below are some of the students' responses

Describe in a few sentences reflecting on current events and challenges wh...

A fashion major would give students a way to enter into the fashion industry with real experience!

A fashion major is important to shine light on throngs such as the current pandemic for where clothes are placed in importance in people spending. The health and functionality benefit they have and the production and what happens to the garment when its life is done with or discarded.

A fashion major is important because it can open the eyes of so many different people and learn about a lot of different things. Fashion as a whole is so important, and learning everything it has to offer us is what I think is most important.

A fashion major is imperative to the University's well-roundedness. I will be graduating in 2021, but if there had been a fashion major, I guarantee I would have taken it, but I settled for the minor as it was not offered. The fashion industry is huge and I believe there is a lot of success and growth to be had, and UArizona should consider developing their students into fashion pioneers through this program.

A fashion major would give students a way to enter into the fashion industry with real experience!

A fashion major is important to shine light on throngs such as the current pandemic for where clothes are placed in importance in people spending. The health and functionality benefit they have and the production and what happens to the garment when it's life is done with or discarded.

A fashion major is important because it can open the eyes of so many different people and learn about a lot of different things. Fashion as a whole is so important, and learning everything it has to offer us is what I think is most important.

Most other universities offer this major and a reason I did not want to go here was because it wasn't offered.

I'm going to be a senior, but had this major been a possibility even my sophomore year I would have switched to it! Fashion is the second most polluting industry, but also one of the most brilliant! I think now more than ever is a vital time for designers to learn how to be sustainable in their production but also create INCREDIBLE artistic chic designs.

t is important because the industry is growing and with social media it is very influential. Thus having a major in it can help develop new ideas and interest of many.

In our current economic and social climate, I believe fashion is a form of expression and for many, a source of peace. I have always loved fashion and it has become my safe-haven when I am stressed. Learning new skills like design, production, digital work, etc. is extremely beneficial to any career path within the fashion industry.

I would probably try to make a double major possible for myself. I think the business side of fashion is where I am meant to be, to work and would thrive in. But I still have a lot of respect for fashion design, sourcing and production of clothes. I think what the Retailing Major lacks is the creativity part of the fashion industry. We talk a lot about business strategies and retail buying, which is great for the business side, but fashion and retailing as a whole is a creative business and I wish I had more options to pursue the creative side of the industry at the University of Arizona.

I would love a fashion major considering I want to have a business career in the industry. I hope this becomes available so that I can double major in Marketing and Fashion! Please make this happen, I would be so happy.

I think having a fashion major is important because there are a lot of students in the RCSC major who are more interested in the fashion side of the retail world, I.e. designing, writing, styling, etc. more than the business/buying side. I know for me if there was a separate fashion major with different requirements when I started college I would have 100% chosen to do that instead because that is what I'm more passionate about.

I think fashion is important because it has to constantly evolve. Right now, we are in a pandemic and a big thing is now people want face masks that are fashionable. A fashion major would be able to adapt their plans, designs, production to fit this new need.

I think a fashion major is important in the realm of the healthcare world. It provides a different avenue for physicians and other healthcare providers to devise the best clothing that will help do their job the best.

I think a fashion major is important because many students at the University of Arizona are pursuing the minor since there is not an option for a major. Fashion is also an extremely important business, as every person wears clothes. It is the second most polluting industry and extremely influential which is why I think it would be beneficial for the university to have a fashion major.

I believe that a fashion major would be an important one because everyone needs fashion. There are so many people who are trying to make it as fashion designers and it's just the creative field that we need.

 I actually looked for a fashion major when I came to the U of A and found that they only had a minor. I think that it would be so amazing if the UA was able to teach willing students all about the fashion industry (including design).

I believe fashion is important because as each new generation comes out with new "styles" they have been around long before us.

Fashion will always be a major part of human existence. What we wear will continue to be important as our society processes. The industry is more excessive than ever before and there is great money and room for success in the industry.

Fashion is so important! It gives you the ability to show your personality and be who you are. It makes you feel yourself and confident! Everyone needs clothes so why not let them be fashionable and look amazing too.

Fashion is important because it touches all aspects of life. As seen now, there is a great need for masks. Fashion designers and medical staff can work together to create stylish and health conscious masks to protect people.

Fashion is important because it reflects the times. A fashion major is important because it is a culturally important phenomenon. It shapes a society.

Fashion is everything! It is life, art, and history all combined.

Fashion is constantly changing. The trends fall into a cycle. Fashion is also an industry that impacts the business world, even though people don't always see it that way. In that case, it is crucial that people are able to get the knowledge of how the fashion industry works.

During the pandemic of COVID-19, people have been required to stay at home and social distance. This new lifestyle has lead people to lounging in the same old pajamas they wore the day before. Part of an essential everyday routine is getting up in the morning and changing your clothes. As we drift away from this routine, our lives tend to feel out of place and disorganized. Understanding the business and importance of fashion can help many people value their everyday lives and live with a happier and healthier mindset.

A fashion major would give students a way to enter into the fashion industry with real experience!

A fashion major is important to shine light on throngs such as the current pandemic for where clothes are placed in importance in people spending. The health and functionality benefit they have and the production and what happens to the garment when its life is done with or discarded.

A fashion major is important because it can open the eyes of so many different people and learn about a lot of different things. Fashion as a whole is so important, and learning everything it has to offer us is what I think is most important.

A fashion major is imperative to the University's well-roundedness. I will be graduating in 2021, but if there had been a fashion major, I guarantee I would have taken it, but I settled for the minor as it was not offered. The fashion industry is huge and I believe there is a lot of success and growth to be had, and UArizona should consider developing their students into fashion pioneers through this program.

More student comments can be found at the link below:

https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:dc8f9024-eb9b-492d-9fc3-c76e899d8467

Also, are some images of the other questions answered in the survey:

Q1. When asked *if the University of Arizona offered a Fashion Major, would you be interested in pursuing this degree*, the overwhelming response by those surveyed was yes:

If the University of Arizona offered a Fashion Major, would you be interested in pursuing this degree?

16.3%

73.5%
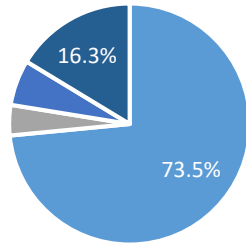
■ Yes ■ Undecided ■ No ■ I am graduating this year

Q5. If a fashion major was offered at the University of Arizona, most respondents had an interesting in taking class in pursuit of a major, rather than simply taking a class that interested them while pursuing another degree.

If a fashion major was offered at the University of Arizona would you enroll as

2.0%

21.6%

76.5%
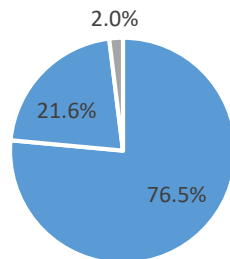
■ A student in the major ■ I would take 1 class in the major
■ I am not interested in fashion

XI. **ANTICIPATED DEGREES AWARDED**- complete the table below, beginning with the first year in which degrees will be awarded. How did you arrive at these numbers? Take into consideration departmental retention rates. Use National Center for Education Statistics College Navigator to find program completion information of peer institutions offering the same or a similar program.

PROJECTED DEGREES AWARDED ANNUALLY					
	1st Year	2nd Year	3rd Year	4th Year	5th Year
Number of Degrees	30	50	75	100	150

Data/evidence used to determine number of anticipated degrees awarded annually:

The fashion industry is a global industry. The word fashion is a global word. According to National Center for Education Statistics for Fashion Institute of Design and Merchandising (FIDM) in Los Angeles and San Francisco Los Angeles Students who began their studies in 2012 the retention rate for first time students was above 90% and the graduation rate was 66%. (See images below)

Retention rates measure the percentage of first-time students who are seeking bachelor's degrees who return to the institution to continue their studies the following fall.

RETENTION RATES FOR FIRST-TIME STUDENTS PURSUING BACHELOR'S DEGREES IN LOS ANGELES AND SAN FRANCISCO FIDM
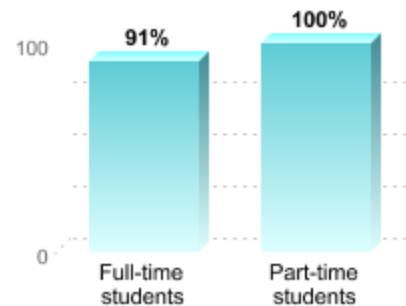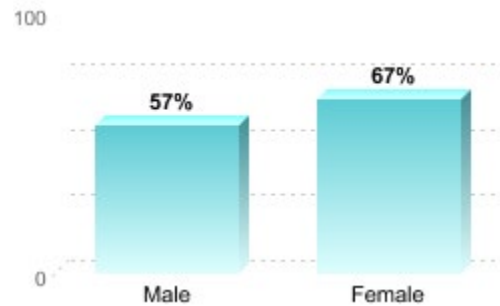
Note that not all students at the institution are tracked for these rates. Students who have already attended another postsecondary institution, or who began their studies on a part-time basis, are not tracked for this rate. **At this institution, 57 percent of entering students were counted as "full-time, first-time" in 2018.**

OVERALL GRADUATION RATE BY GENDER

Completions are the number of awards conferred by program and award level.

▼PROGRAM	ASSOCIATE	BACHELOR	MASTER

Data shown are for first majors.

(-) Program is not offered at this award level.

[d] identifies programs and award levels that are offered as a distance education program. For program category totals, [d] is shown if one or more programs in the category are offered as a distance education program.

Business, Management, Marketing, and Related Support Services			
Business, Management, Marketing, and Related Support Services, Other	-	171[d]	20

PROGRAM	ASSOCIATE	BACHELOR	MASTER
Marketing/Marketing Management, General	52	16	-
Category total	**364**[d]	**187**[d]	

- Data shown are for first majors.
- [d] identifies programs and award levels that are offered as a distance education program. For program category totals, **[d] is shown if one or more programs in the category are offered as a distance education program.**

Data found at:
https://nces.ed.gov/collegenavigator/?q=fashion+%2b&s=AZ+CA+NM+OK+TX&l=93+94&ct=1+2+3&ic=1+3&id=114354

PROGRAM DEVELOPMENT TIMELINE- describe plans and timelines for 1) marketing the major and 2) student recruitment activities.

Slogan: FIST – Fashioning your education at the University of Arizona			
Year	Fall	Spring	Summer
2020	Campus Wide announcement done by the University of Arizona Marketing and Licensing for New York Fashion week competition for Spring fashion week Campus Wide event: "Dog 'n Denim" fashion show. Shown virtually on campus or outside stadium or other venue with social distancing. Invitation sent to faculty to walk in the fashion show with their dogs. Students present dog capes they created from re-used and re-cycled denim. The show is free and, in the past, over 100 people attended and after the show many emails about the fashion classes Norton School website have enlightening postings of current fashion events and student projects. Insights to fashion that would include historical awareness and points of interest.	Campus Wide announcement done by the University of Arizona Marketing and Licensing for New York Fashion week competition for Fall fashion week Introduced a new student club "Cutting Edge" open to campus wide students join as members. Many of the students decide to take fashion classes	Online Fashion Minor classes
2021	Campus Wide announcement done by the University of Arizona Marketing and	Campus Wide announcement done by the University of Arizona Marketing and Licensing for New York	Online Fashion Minor classes Study Abroad

	Licensing competition for New York Spring fashion week Campus Wide event: "Dog 'n Denim" fashion show. Invitation sent to faculty to walk in the fashion show with their dogs. Students presents dog capes they created from re-used and re-cycled denim. The show is free and open to the public. Usually have over 100 people attended and many emails after the show about the fashion classes Send invitations to area high schools. Norton School website have enlightening postings of current fashion events and student projects. Insights to fashion that would include historical awareness and points of interest. Set up a weekly or biweekly broadcast on a University broadcast channel by fashion students on what is trending in local stores and at UA the bookstore- this could involve cosmetics and fitness.	Fashion week competition for Fall fashion week "Stylists Challenge" event open to campus attendance. Students exhibit their fashion expertise on university faculty that volunteer to participate before and after visuals presented with themed challenges. Send invitations to area high schools. Begin recruitments with Girl Scouts, high schools and other youth programs by offering one day sewing workshops. Coordinate with the University of Arizona Library to use the Catalyst Studio and equipment.	Cutting Edge has new Board that uses the summer to recruit new members. Also, creating activities for members involving fashion Market a two-week summer camp that involves fashion, sewing and basic Adobe. Ending with a student fashion show presenting the garments the participants produced in the summer camp. The goal to introduce the accessibility of University of Arizona to incoming students.
2022	Campus Wide announcement done by the University of Arizona Marketing and	Campus Wide announcement done by the University of Arizona Marketing and	Study Abroad Online

Licensing New York Fashion week competition for Spring fashion week Campus Wide event: "Dog 'n Denim" fashion show. Invitation sent to faculty to walk in the fashion show with their dogs. Students presents dog capes they created from re-used and re-cycled denim. The show is free and open to the public. Usually have over 100 people attended and many emails after the show about the fashion classes. Send invitations to area high schools. Norton School website have enlightening postings of current fashion events and student projects. Insights to fashion that would include historical awareness and points of interest. Set up a weekly or biweekly broadcast on a University broadcast channel by fashion students on what is trending in local stores and at UA the bookstore- this could involve cosmetics and fitness.	Licensing for New York Fashion week competition for Fall fashion week "Stylists Challenge" event open to campus attendance. Students exhibit their fashion expertise on university faculty that volunteer to participate before and after visuals presented with themed challenges. Continue with fashion workshops marketed to the high schools and youth programs. Coordinate with the University of Arizona Library to use the Catalyst Studio and equipment Begin a "Fashion Exhibition" with the University main library. Fashion students will dress several mannequins that are themed based and displayed on the main library floor.	Fashion Minor classes Cutting Edge will have a new Board that uses the summer to recruit new members. Also, creating activities for members involving fashion Continue to market two-week summer camp that involves fashion, sewing and basic Adobe. Ending with a student fashion show presenting the garments the participants produced in the summer camp. Same goal to introduce the accessibility of University of Arizona to incoming students
2023	Campus Wide announcement done by the University of Arizona Marketing and	Campus Wide announcement done by the University of Arizona Marketing and	Study Abroad Online

	Licensing New York Fashion week competition for Spring fashion week Campus Wide event: "Dog 'n Denim" fashion show. Invitation sent to faculty to walk in the fashion show with their dogs. Students presents dog capes they created from re-used and re-cycled denim. The show is free and open to the public. Usually have over 100 people attended and many emails after the show about the fashion classes Norton School website have enlightening postings of current fashion events and student projects. Insights to fashion that would include historical awareness and points of interest.	Licensing for New York Fashion week competition for Fall fashion week "Stylists Challenge" event open to campus attendance. Students exhibit their fashion expertise on university faculty that volunteer to participate before and after visuals presented with themed challenges Continue with fashion workshops with the University of Arizona Library and market it to the high schools and youth programs Continue "Fashion Exhibition" with the University main library. Fashion students will dress several mannequins that are themed based and displayed on the main library floor. Competition based	Fashion Minor classes Cutting Edge will have a new Board that uses the summer to recruit new members. Also, creating activities for members involving fashion Continue to market a two-week summer camp that involves fashion, sewing and basic Adobe. Ending with a student fashion show presenting the garments the participants produced in the summer camp. Continue with the goal to introduce the accessibility of University of Arizona to incoming students
2024	Campus Wide announcement done by the University of Arizona Marketing and Licensing New York Fashion week competition for Spring fashion week	Campus Wide announcement done by the University of Arizona Marketing and Licensing for New York Fashion week competition for Fall fashion week	Study Abroad Online Fashion Minor classes

Campus Wide event: "Dog 'n Denim" fashion show. Invitation sent to faculty to walk in the fashion show with their dogs. Students presents dog capes they created from re-used and re-cycled denim. The show is free and open to the public. Usually have over 100 people attended and many emails after the show about the fashion classes. Norton School website have enlightening postings of current fashion events and student projects. Insights to fashion that would include historical awareness and points of interest.	"Stylists Challenge" event open to campus attendance. Students exhibit their fashion expertise on university faculty that volunteer to participate before and after visuals presented with themed challenges Continue with fashion workshops with high schools and youth programs Continue "Fashion Exhibition" with the University main library. Fashion students will dress several mannequins that are themed based and displayed on the main library floor. Competition based	Cutting Edge will have a new Board that uses the summer to recruit new members. Also, creating activities for members involving fashion Continue to market a two-week summer camp that involves fashion, sewing and basic Adobe. Ending with a student fashion show presenting the garments the participants produced in the summer camp. Continue with the goal to introduce the accessibility of University of Arizona to incoming students

XII. DIVERSITY AND INCLUSION-describe how you will recruit diverse students and faculty to this program. In addition, describe retention efforts in place or being developed in order to retain students.

By definition, fashion is already diverse in design and reach, not only culturally, but in its appeal to the various markets we seek to attract. By necessity Fashion must address universal designs for the elderly, clothing plus sizes, nongender clothing designs, special designs and clothes for individuals with challenges. One of the Fashion program's "Learning Outcomes" states, "Students *will be able to formulate social, economic, environmental, ethical decisions based on combined personal, historical, cultural events*"

FIST creative practices combine the ability to imagine new futures with science and technology. This program embraces inclusion; the core FIST classes have one or two components that teach about universal fashion and underrepresented groups. Students will explore the issues and limitations that currently exist within the design and fashion industries.

As to retention, our students will be able to perceive immediate connection between real-world situations and our classroom. The curriculum will provide the students with the ability to address urgent global challenges – from tackling the climate and biodiversity emergencies to forging more equitable societies. Our retention efforts will make sure our students work with hopeful certainty, using their compassion and vision to shape the world through creative action.

FIST students and faculty will always be connected with each other and the extended U of A community, but our community will extend beyond buildings, disciplines and borders. From local neighbors to global partners, FIST faculty will practice student retention and collaborate with students to build their knowledge of the fashion industry to transform objects, systems and lives for the better. We understand good things happen when good people work together.

The fashion faculty team is already very diverse. Our instructors represent several ethnic and gender groups, such as Hispanic, Italian, Muslim, Irish and the LGBT community.

The Norton School is the most diverse unit within our college in terms of having students from underrepresented groups in our three current majors. Contained within the Norton School is the Frances McClelland Institute (FMI) that often focuses on research and community events that promote the well-being of individuals and families from underrepresented groups, especially related to racial and LGBT+ issues. I know the fashion major may not be directly tied to FMI, but since we're all in the same school, we all share the same core values of the Norton School. We are focused on inclusivity, evidenced by programs in our School like FMI and others. The Norton School cares about diversity and inclusion and the fashion major will be joining a unit well-positioned for inclusive practices and ideals. The FIST community, we believe that fashion, industries, science and technology can generate real, productive change

XIII. **ABOR REQUIREMENT: New Academic Program Request. This section is required by ABOR. Most of the information can be copied/pasted from completed sections above. Instructions/clarification for completing the table below, from ABOR, can be viewed/downloaded here.**

University: University of Arizona

Name of Proposed Academic Program: Fashion Industry's Science and Technology
Academic Department: Norton School of Family and Consumer Sciences (FSC) in the College of Agriculture and Life Sciences (CALS)
Geographic Site: UA Main Tucson
Instructional Modality: Online and Ground
Total Credit Hours: 120
Proposed Inception Term: Fall 2021
Brief Program Description: Modern fashion trends emerge simultaneously and spontaneously across the globe, powered by technology. The Fashion Industry's Science and Technology online major is the juncture where "fashion meets global business". The four-year curriculum encompasses introductory courses in strategic thinking while utilizing science and technology in design and business - art innovation, sustainability research, quantitative thinking, data analysis and economic management. Critical reasoning, through reading and writing, visual communication and apparel production technology, will be stressed. Agendas in both Fashion Merchandising and Fashion Design are fully interrelated in the fashion industry and in this online major. Fashion design focuses on the production of apparel where students learn fundamentals of professional pattern making and sewing techniques. Students master how to take a design from concept to finished garment. Fashion merchandising students receive the finished apparel design and they perform marketing, product development, planning, distribution and management tasks. The online fashion major will allow students to identify differences in future fashion business models. They will master the skills needed for global retail operations and management and will learn how to ethically increase retail profits through fashion design, apparel knowledge and business acumen. They will learn about the symbiotic relationship where fashion merchandiser, fashion designer and technologist need to connect and combine forces in order to be successful. The Fashion Major will be delivered online and will include existing online classes currently being taught in the Fashion Minor. These classes can be adapted to on-ground classes for the

traditional semester if necessary. There will be no emphasis in the online fashion major. Students will utilize their minor in order to accentuate the area of fashion they are interested in pursuing.

Learning Outcomes and Assessment Plan:

Business Fundamentals	Students will be able to demonstrate decisions making as it applies to the fashion industry utilizing technology, data, business methodologies and interpreting product scholarly knowledge. Analyze buying, merchandising practices in both established and emerging *fashion industries*	FIST 100 (Design Warrior)	FCSC 215 (Intro to fashion retail)	FIST 450 (Fashion and Technology)
Globalism	Students will be able to in the global workplace environment, identify sustainable and unstainable global production processes in the context of sales, quota, import/export data, and social & cultural norms	FCSC 215 (Intro to fashion retail)	FCSC 345 (Science of textiles)	FIST 450 (Fashion and Technology)
Technology	Students will be able to Develop fashion awareness and business acumen by critically evaluate data measurement, description techniques, construct 3D models and product samples that reflect both appropriate business decisions and creative design elements.	FIST 140 A& B (Basic sewing & Sewing 2)	FIST 200 (Fashion photoshop & illustrator)	FIST 450 (Fashion and Technology)
Communication	Students will be able to support pioneering business decisions through clear written, verbal and	FIST 100 (Digital warriors)	FIST 375 (Apparel evaluation & textiles)	FIST 400 (Apparel Influencers)

	imagery communication, applying relevant industry terminology.			
Product Life Cycle	Students will be able to demonstrate knowledge of how to take a product from inception to market, merchandise a fashion line, merchandise a brand, and develop consumer demand, utilizing relevant media for the fashion product	FIST 215 (Intro to fashion retail)	FIST 375 (Apparel evaluation & textiles)	FIST 425 (apparel production)
Ethical	Students will be able to formulate social, economic, environmental, ethical decisions based on combined personal, historical, cultural events.	FIST 130 (History of Fashion Industry)	FCSC 345 (Science of textiles)	FIST 425 (Apparel Production)

Projected Enrollment for the First Three Years:

	1st Year	2nd Year	3rd Year
Number of Students	50	75	125

Evidence of Market Demand:

Fashions may change, but fashion, with a global worth of $2.5 trillion and projected annual growth of 4.3% (McKinsey & Co., 2019) is and will remain a major global industry.

The United States employs more than 1.8 million people (U.S. Congress JEC, 2019) in careers as fashion designers, art directors, information analysts, business operations specialists, buyers, pattern makers and designers in industries such as apparel and textile manufacturing, apparel, piece goods, and notions merchant wholesalers, clothing and clothing accessories stores, electronic shopping houses, information, professional, scientific, and technical services, and specialized design services (Table 1).

Consumer expenditures for clothing and footwear contributed $391.5 billion, in 2018, to GDP, accounting for 13.6% of nondurable goods consumption. These expenditures have grown 17.7% over the past seven years (Chart 1).

But while the industry is a powerful economic force, there is no denying that the fashion industry is changing. According to a survey by McKinsey & Co. (2019), executives described the industry as becoming digital, and fast. They also identified challenges facing the industry, such as: (1) dealing with volatility, uncertainty, and shifts in the global economy, and (2) the need to achieve greater sustainability and transparency.

These results make a clear case for a major that can meet the labor demands of a growing industry by producing graduates with data-analysis and decision-making skills, fashion awareness and business acumen and a global awareness.

While the pace of change in the fashion industry is remarkable, many of the occupations it encompasses are relatively immune to replacement by automated processes and artificial intelligences. According to landmark research by Frey and Osborne (2013), art directors, fashion designers, pattern makers, and purchasing managers have among the lowest probabilities of being replaced by computerized processes across all detailed occupation groups in the U.S. Thus, graduates will be well positioned to take advantage of new job openings in the coming decades.

Artificial intelligences are unlikely to be strong competitors for these jobs because they require high levels of creativity, problem-solving and advanced-digital skills, as well as social intelligence.

Similar Programs Offered at Arizona Public Universities:

The proposed Fashion Industry's Science and Technology (FIST) program will be the first online fashion program offered in the state of Arizona. This program will emphasize the use of data analysis, digital software skills and ethical practices. The closest traditional fashion programs offered in the Arizona Public Universities are listed below and the description are copied from each school websites:

University of Arizona : The BA in Applied Humanities provides students interested in fields such as business, fashion, public health, and design -- all among the most dynamic careers in the world today, and marked by sustained high job availability according

to the World Economic Forum's Global Challenge Insight Report -- with a transdisciplinary education combining professional skills in these areas with the cognitive, creative, international, interpersonal, and intercultural skills taught in the humanities, skills that offer a vital edge in these and other rapidly changing professions. Students will also study and practice the variety of organizational, collaborative, and leadership skills that are most often used in administrative contexts, including the development of mission/vision/outreach plans, commercial sponsorships, customer and project management, and public speaking.

Arizona State University (ASU): The BA in Fashion is located at the Tempe campus. It is in the College/School of Herberger Institute for Design and the Arts. The fashion program at ASU combines history, business practices and hands-on studio experience to prepare students for a variety of roles in this global industry. Gaining a proficiency in illustration skills, fluency with materials, traditional techniques and digital technologies, students are prepared for interdisciplinary collaborations through focus tracks in marketing and merchandising, wearable technology, sustainability, management and leadership, international experience, and fashion and culture. In the capstone experience, students develop a substantial project within their focus area. Opportunities for internships and study abroad further advance students' professional goals.

New Resources Required? (i.e. faculty and administrative positions; infrastructure, etc.):
There are no anticipated existing physical facilities needed for the online major. As the program develops and expand there will be software to purchase on Product Life Management, and other new technical software for fashion industries.
Other support needed, next three years:
   a) Academic advising support .25 FTE
   b) Stipend for program administration .15 FTE
   c) ITAA membership $150/year
   d) Adjunct hires at $5,000 per course
   e) TPAC accreditation $500.00
   f) New software as it develops for the fashion industry.

Program Fee/Differentiated Tuition Required?   **YES** ☐   NO ☐   Estimated Amount: $250.00

Program Fee Justification:

Program fees will directly be tied to professional development resources, courses, and opportunities students have once they reach more advanced standing. These opportunities include the experiential learning opportunities and the electives which integrate technology with hands on development. In addition, students within the major will have access to the sewing lab and apparel construction technology and tools. The program fee will be assessed once they reach advanced standing and will be assessed once students enroll in FCSC 345.

Specialized Accreditation?　　　　**YES** ☐　　NO ☐

Accreditor: Optional accreditation after one year of major in actions FIST will be applying for an accreditation through TAPAC .

TAPAC, the **Textile and Apparel Programs Accreditation Commission**, is the official accrediting organization for baccalaureate level programs in textiles, apparel, and related areas.

The **Purpose** of **TAPAC** is to establish standards for the recognition of textile and apparel-related programs and through a peer review process, evaluate the characteristics and performance of individual programs against these established standards. Emphasis in the standards is on assessment of student learning outcomes and the program attributes that contribute to achievement of student learning outcomes.

 The **Vision of TAPAC** is to ensure outstanding higher education that advances excellence of the textile and apparel profession.

The **Mission of TAPAC** is to provide quality assessment and quality enhancement of programs in textiles and apparel and related areas.

Programs **Eligible for TAPAC accreditation** consideration include higher education programs in Textiles and Apparel and Related Areas. The Commission recognizes that a single program name does not accommodate all configurations of relevant curricula. Textiles and Apparel programs or programs in Related Areas that have content areas compatible with the TAPAC academic standards may be eligible for TAPAC accreditation.

Appendix C. Sample Curriculum Map for BA in Statistics and Data Science. Created using taskstream. Contact OIA for assistance in creating your curriculum map.

BA Fashion Industry Science & Technology Curriculum Map
Courses and Activities Mapped to BA Fashion Industry Science & Technology Outcome Set

Courses and Learning Activities	Outcome 1: Business Fundamentals	Outcome 2: Globalism	Outcome 3: Technology	Outcome 4: Communication	Outcome 5: Product Life Cycle	Outcome 6: Ethics
FIST 100 Digital Warriors	I			I		
FIST 130 History of Fashion Industry						I
FIST 140A Basic Sewing			I			
FIST 140B Apparel Creation			I			
FIST 200 Technology for Fashion Presentation			P			
FCSC 215 Intro to Fashion Retail	P	I			I	
FCSC 345 Science of Textiles		P				P
FIST 375 Apparel Evaluation & Construction				P	P	
FIST 400 Apparel Influencers				A		
FIST 425 Apparel Production					A	A
FIST 450 Fashion Direct to Consumer	A	A	A			A

Outcome descriptions:
- **Outcome 1: Business Fundamentals** — Students will be able to demonstrate decisions making as it applies to the fashion industry, utilizing technology, data, and business methodologies, and interpreting product scholarly knowledge. They will be able to analyze buying and merchandising practices in both established and emerging fashion industries.
- **Outcome 2: Globalism** — Students will be able to, in the global workplace environment, identify sustainable and unsustainable global production processes in the context of sales, quota, import/export data, and social & cultural norms.
- **Outcome 3: Technology** — Students will be able to develop fashion awareness and business acumen by critically evaluating data measurement, describing techniques, and constructing 3D models and product samples that reflect both appropriate business decisions and creative design elements.
- **Outcome 4: Communication** — Students will be able to support pioneering business decisions through clear written, verbal, and image communication, applying relevant industry terminology.
- **Outcome 5: Product Life Cycle** — Students will be able to demonstrate knowledge of how to take a product from inception to market, merchandise a fashion line, merchandise a brand, and develop consumer demand, utilizing relevant media for the fashion product.
- **Outcome 6: Ethics** — Students will be able to formulate social, economic, environmental, and ethical decisions based on combined personal, historical, and cultural events.

Legend: I Introduced | P Practiced | A Assessed | I/P Introduced/Practices | P/A Practiced/Assessed | IPA Introduced/Practiced/Assessed

Last Modified: 06/15/2020 11:06:32 AM

Created with watermark

52

From:	Scaramella, Laura V - (scaramella)
To:	McCann, Gina L - (gmccann)
Cc:	Bee, Jessica Michelle - (jbee); Knapp, Darin - (darink)
Subject:	Approval of the Fashion Major Application
Date:	Friday, July 24, 2020 3:30:29 PM
Attachments:	image001.png

I am extremely delighted to express my very strong support for the Fashion Major application. The Norton School of Family and Consumer Science is the perfect home for the proposed major, Fashion Industry, Science and Technology. This is a major that our students have been requesting for a long time and I am incredibly excited about this major.

Laura Scaramella

Laura Scaramella, Ph.D.
Director, John and Doris Norton School of Family and Consumer Sciences
Professor and Fitch Nesbitt Endowed Chair, Family Studies and Human Development Norton School of Family and Consumer Sciences
THE UNIVERSITY OF ARIZONA

McClelland Park, 401E
PO Box 210078 | Tucson, AZ 85721
Office: 520-621-1666 | Fax: 520-621-9445
scaramella@email.arizona.edu
cals.arizona.edu/fcs/
facebook | twitter | instagram | linkedin

Richard A. Harvill Building
Room 337
1103 E. 2nd Street
PO Box 210076
Tucson, Arizona 85721-0076

Tel: (520) 621-3025

www.pah.arizona.edu

June 6, 2020

Laura Scaramella, PhD
Professor, Director, and Fitch Nesbitt Endowed Chair | John & Doris Norton School of Family & Consumer
       Sciences | College of Agriculture & Life Sciences
scaramella@email.arizona.edu

Dear Dr. Scaramella:

Subject: Proposed BA in Fashion Industry, Science & Technology

On behalf of the Department of Public & Applied Humanities, I write this letter in support of the proposed BA in Fashion Industry, Science & Technology. The Department is pleased to approve the following courses for use in the new major:

PAH 320 (Working: The Rewards and Costs of Employment)	**PAH 493** (Internship)
PAH 372 (Intercultural Competence: Culture, Identity, Adaptation, and Intercultural Relations)	**PAH 498** (Senior Capstone)
PAH 383 (Pre-Internship: Building Career Readiness)	

The degree looks very exciting, and will no doubt be well received by students. Please let me know if there are additional ways we can help support the proposal.

Sincerely,

Judd Ruggill, PhD
Professor and Head | Department of Public & Applied Humanities | College of Humanities
Affiliated Faculty:
- Africana Studies Program | College of Humanities
- Department of English | College of Social & Behavioral Sciences
- Graduate Interdisciplinary Program in Social, Cultural & Critical Theory
- Institute for LGBT Studies
- School of Information | College of Social & Behavioral Sciences
- School of Theatre, Film & Television | College of Fine Arts
Co-Director, Learning Games Initiative
jruggill@email.airzona.edu

cc Kimberly Jones, PhD
Vice Dean for Academic Affairs | College of Humanities
Affiliate Faculty:
- Graduate Interdisciplinary Program in Second Language Acquisition & Teaching
kjones@email.arizona.edu

Letters of Support

From: Mckisson, Michael J - (mckisson)
Sent: Friday, June 5, 2020 2:28 PM
To: Scaramella, Laura V - (scaramella) <scaramella@arizona.edu>
Subject: Re: Fashion Major and permission to include courses

Hi Laura, apologies for the delay in responding. We are launching two new programs ourselves and as you know it's a challenge. As of now the only two classes that are regularly taught online are Jour 205 and Jour 439. The others are in person at this point. We would be happy to let your students enroll in those and let you know if and when the others move to online formats.

Michael McKisson
Associate Professor of Practice
University of Arizona School of Journalism
Twitter: @mikeonline

From: Provencher, Denis Michael - (denisprovencher)
Sent: Friday, June 5, 2020 3:26 PM
To: Scaramella, Laura V - (scaramella) <scaramella@arizona.edu>
Cc: Padilla, Charlette T - (charletp) <charletp@arizona.edu>
Subject: Re: Permission to include a course in the proposed fashion major

To Whom It May Concern:
I approve of the use of the following course for the proposed major, Fashion Industry, Science and Technology, and enthusiastically support the major's creation.
  Italian 231   Fashion Culture in France & Italy

Best wishes,
Denis Provencher

--

Dr. Denis Provencher
Professor and Head, Department of French & Italian
http://french.arizona.edu/people/denisprovencher
Affiliated with Anthropology || Gender and Women's Studies || LGBT Studies || Linguistics || Second Language Acquisition & Teaching
University of Arizona
549 Modern Languages Building
Tucson, Arizona USA 85721
My preferred pronouns are he/him/his

Editor-in-Chief, *Contemporary French Civilization*
Receive regular Table of Contents alerts here:
https://online.liverpooluniversitypress.co.uk/cfc

SCHOOL OF ART

Art Building #2
1031 N. Olive Rd.
PO Box 210002
Tucson, AZ 85721-0002

Ofc: 520-621-7000
Fax: 520-621-2353

http://art.arizona.edu

THE UNIVERSITY OF ARIZONA
COLLEGE OF FINE ARTS
School of Art

June 8, 2020

Laura Scaramella, Ph.D.
School of Family and Consumer Sciences
University of Arizona
McClelland Park, 401E
PO Box 210078
Tucson, AZ 85721

Dear Dr. Scaramella:

I approve of the use of the following courses for the proposed major, Fashion Industry, Science and Technology, and enthusiastically support the major's creation.

ART 100B Space
ART 100E Surface
ART 100F Amalgam
ART 150b1 Engaging Visual Culture
ART 160D2 Design Culture and Language

We are excited to be working with the Norton School of Family & Consumer Sciences on this program!

Sincerely,

Colin Blakely, Director
School of Art

THE UNIVERSITY OF ARIZONA®
BUDGET PROJECTION FORM

Name of Proposed Program or Unit: Fashion Major

Budget Contact Person: Samantha Sowerby	Projected		
	1st Year 2021 - 2022	**2nd Year** 2022 - 2023	**3rd Year** 2023 - 2024
METRICS			
Net increase in annual college enrollment UG	100	200	300
Net increase in college SCH UG	1,800	3,600	5,400
Net increase in annual college enrollment Grad	N/A	N/A	N/A
Net increase in college SCH Grad	N/A	N/A	N/A
Number of enrollments being charged a Program Fee	100	300	500
New Sponsored Activity (MTDC)			
Number of Faculty FTE	3.3	4.5	5.5
FUNDING SOURCES			
Continuing Sources			
UG RCM Revenue (net of cost allocation)	450,000	900,000	1,350,000
Grad RCM Revenue (net of cost allocation)	N/A	N/A	N/A
Program Fee RCM Revenue (net of cost allocation)	20,000	60,000	100,000
F and A Revenues (net of cost allocations)			
UA Online Revenues		184,140	368,280
Distance Learning Revenues			
Reallocation from existing College funds (attach description)			
Other Items (attach description)			
Total Continuing	$ 470,000	$ 1,144,140	$ 1,818,280
One-time Sources			
College fund balances	206,935	206,935	206,935
Institutional Strategic Investment			
Gift Funding			
Other Items, see below*	80,784	72,705	64,628
Total One-time	$ 287,719	$ 279,640	$ 271,563
TOTAL SOURCES	$ 757,719	$ 1,423,780	$ 2,089,843
EXPENDITURE ITEMS			
Continuing Expenditures			
Faculty	170,299	250,466	330,632
Other Personnel	3,000	5,000	8,000
Employee Related Expense	53,723	79,194	104,976
Graduate Assistantships			
Other Graduate Aid			
Operations (materials, supplies, phones, etc.)	5,000	5,000	5,000
Additional Space Cost	10,000	24,000	24,000
Other Items (attach description)			
Total Continuing	$ 242,022	$ 363,660	$ 472,608
One-time Expenditures			
Construction or Renovation			
Start-up Equipment	2,000	5,000	5,000
Replace Equipment			
Library Resources			
Other Items (attach description)			
Total One-time	$ 2,000	$ 5,000	$ 5,000
TOTAL EXPENDITURES	$ 244,022	$ 368,660	$ 477,608
Net Projected Fiscal Effect	$ 513,698	$ 1,055,120	$ 1,612,235

Undergraduate Major Peer Comparison Chart - select two peers for completing the comparison chart from (in order of priority) <u>ABOR-approved institutions</u>, <u>AAU members</u>, and/or other relevant institutions recognized in the field. The comparison chart will be used to identify typically required coursework, themes, and experiences for majors within the discipline. <u>The comparison programs are not required to have the same degree type and/or major name as the proposed UA program</u>. Information for the proposed UA program must be consistent throughout the proposal documents. Delete <mark>EXAMPLE columns</mark> once ready to submit/upload.

Program name, emphasis (sub-plan) name (if applicable), degree, and institution	Proposed UA Program: **Fashion Industry's Science and Technology, Bachelor of Arts**	Peer 1: Bachelor of Science, Fashion Retail Studies , The Ohio State University https://ehe.osu.edu/sites/ehe.osu.edu/files/curriculum-sheet/fashion-and-retail-studies-bs.pdf	Peer 2: Bachelor of Science in retail merchandising (B.S.) program at the University of Minnesota Twin Cities. **https://onestop2.umn.edu/pcas/viewCatalogProgram.do?programID=191**
Current # of enrolled students	■■■■■■■■■■■■■■■■■■		.
Major Description. Includes the purpose, nature, and highlights of the curriculum, faculty expertise, emphases (sub-plans; if any), etc.	Modern fashion trends emerge simultaneously and spontaneously across the globe, powered by technology. The Fashion Industry's Science and Technology online major is the juncture where "fashion meets global business". The four-year curriculum encompasses introductory courses in strategic thinking while utilizing science and technology in design and business - art innovation, sustainability research, quantitative thinking, data analysis and economic management. Critical reasoning, through reading and writing, visual communication and apparel production technology, will be stressed. Agendas in both Fashion Merchandising and Fashion Design are fully interrelated in the fashion industry and in this online major. Fashion design focuses on the production of apparel where students learn fundamentals of professional pattern making and sewing techniques. Students master how to take a design from concept to finished garment. Fashion merchandizing students receive the finished apparel design and they perform marketing, product development, planning, distribution and management tasks. The online fashion major will allow students to identify differences in future fashion business models. They will master the skills needed for global retail operations and management and will learn how to ethically increase retail profits through fashion design, apparel knowledge and business acumen. They will learn about the symbiotic relationship where fashion merchandiser, fashion designer and technologist need to connect and combine forces in order to be successful. The Fashion Major will be delivered online and will include existing online classes currently being taught in the Fashion Minor. These classes can be adapted to on-ground classes for the traditional semester if necessary. There will be no emphasis in the online fashion major. Students will utilize their minor in order to accentuate the area of fashion they are interested in pursuing.	The programs in consumer sciences provide students with unique opportunities for careers in industries that provide goods and services, ranging from financial planners to merchandisers in retail or wholesale settings to hotel and restaurant managers. The department's programs encompass product and service knowledge; the study of people who produce and distribute products and services, as well as the study of the people who use them; and the processes involved from conception to consumption. Programs in the department focus on enhancing consumer, individual and family well-being. The fashion and retail studies major will prepare you to manage and merchandise fashion apparel, textiles, beauty and accessory products that will be manufactured and sold around the world. Students take a core of major courses and select supporting major choice courses. The major is designed to integrate knowledge of people and apparel with allocation and distribution processes	**Bachelor of Science Degree in Retail Merchandising** Majors in retail merchandising learn merchandising principles that are applied across a broad spectrum of U.S. and global retail businesses. Students apply these principles in a variety of formats including store, Internet, and catalog. Outstanding instructional opportunities are offered students including travel to domestic and international retail centers and opportunities to study aboard. Today's employers are seeking individuals with leadership abilities along with the ability to innovate. Students complete internships that offer examination of retail careers and enhance a student's job competitiveness upon graduation. One of the few four-year undergraduate retailing programs in the nation offered through a college of Design, the program features courses that address creativity, innovation, and analytical skills. Students can elect an apparel emphasis or a general retail emphasis.

		and product acquisition. Emphasis is placed on product knowledge—performance characteristics, selection criteria, and design principles and trends; process skills—consumer behavior and business practices; and communication—visualization and interpretation. The curriculum combines product-focused courses with courses in retailing, marketing, management and accounting. Other courses focus on the development and quality evaluation of textile and apparel products and on commercial production of apparel worldwide. Qualities and performance of fibers, fabrics and constructed apparel products are also studied.	
Target careers	Fashion Design Fashion Retail Fashion Journalism Fashion Marketing Apparel Product Development Fashion Marketing Manager Fashion Creative Director Entrepreneurship Apparel analysists Buyer Purchasing Agent General Operations Manager	wholesale/retail manager, buyer, entrepreneur and visual merchandiser. Graduates who are more interested in pursuing employment in product development find opportunities as apparel product development specialists and technical designers as well as positions in quality control.	Business analysts Buyer Product development coordinators Visual Merchandiser Fashion marketing Supply chain management Store and human capital management Retail buying
Total units required to complete the degree	120	120	120
Upper-division units required to complete the degree	42	MAJOR REQUIREMENTS (49)	At least 15 credits upper division credits in the major must be taken at the University of Minnesota Twin Cities campus. Required credits within the major: 73
Foundation courses			
Second language	4 semester of language proficiency	None	None

Math	Math 112 -3 credits -M strand	Math (3-7) Math Placement M or higher, MATH 1130 or Equal 0-4 CSE 2111 3	Math 3 credits MATH 1031 - College Algebra and Probability
Pre-major? (Yes/No). If yes, provide requirements. Provide email(s)/letter(s) of support from home department head(s) for courses not owned by your department.	no	no	no
List any special requirements to declare or gain admission to this major (completion of specific coursework, minimum GPA, interview, application, etc.)	Complete an online program assessment that involves an online orientation	None	Admission is competitive and space is limited.
Major requirements			
Minimum # of units required in the major (units counting towards major units and major GPA)	42	49	Required credits within the major: 73
Minimum # of upper-division units required in the major (upper division units	18	18	15

counting towards major GPA)			
Minimum # of residency units to be completed in the major	18	46 to 50 hours	15
Required supporting coursework (courses that do not count towards major units and major GPA, but are required for the major). Courses listed must include prefix, number, units, and title. Include any limits/restrictions needed (house number limit, etc.). Provide email(s)/letter(s) of support from home department head(s) for courses not owned by your department.	None	None	none
Major requirements. List all major requirements including core and	Fashion Industry's Science and Technology Core: Complete 5 courses (15 units) • (New) Digital Warrior FIST 100 • (New) History of Fashion Industry FIST 130 • Introduction to Fashion Retailing FCSC 215	Required courses: • Fashion, the Body and Popular Culture	. **Required Retail Merchandising Basic Courses** DES 1111 - Creative Problem Solving (3.0 cr) MKTG 3001 - Principles of Marketing (3.0 cr) CI 1871 - Computer Literacy and Problem Solving (4.0 cr) DES 1101W - Introduction to Design Thinking [AH, WI] (4.0 cr)

4

- (New) Design Warrior FIST 200
- Science of Textiles FCSC 345

Fashion Industry's Science and Technology Electives: Complete 12 units.

(New) Basic Sewing 1 (5 wks)	FIST 140 A (1 unit)
(New) Sewing 2 (8 wks)	FIST 140 B (2 units)
(New) The Business of Beauty	FIST 300 (3 units)
(New) Apparel Evaluation & Construction	FIST 375 (3 units)
(New) Apparel Influencers	FIST 400 (3 units)
(New) Apparel Production	FIST 425 (3 units)
(New) Fashion and Technology	FIST 450 (3 units)

Additional Electives: Complete 15 units	
Space	ART 100B (2 units)
Surface	ART 100 E (2 units)
Amalgam	ART 100 F (2 units)
Fashion Consumer & Economy	RCSC 204(3 units)
Reporting the news	JOUR 205 (3 units)
Fashion Culture in France and Italy	ITAL 231 (3 units)
Fashion Promotion	FCSC 333 (3 units)
Fashion Forecasting and Research Trends	FCSC 335 (3 units)
Working: The Rewards and Costs of Employment	PAH 320 (3 units)
Intercultural Competence: Culture, Identity, Adaptation, and Intercultural Relations	PAH 372(3 units)

- Commercial and Consumer Aesthetics
- Business of Fashion
- Beginning Textile Science
- Appearance, Dress and Cultural Diversity
- Fashion Forecasting
- Ready-to-wear Analysis
- Retail Environments
- Statistics
- Third-level writing course

Major Course Requirements (12)

CSFRST 2370 Aesthetics of Fashion and Retail 3
CSFRST 2371 Textiles 3 Historical Study (3)
CSFRST 2373 Business of Fashion & Retail 3
4CSFRST 2374   20th Century Fashion & Beyond 3   CSFRST 3191 Internship

Six courses in one of the following focus areas: product development or merchandising.

Typical courses for the product development option:

- Fashion Illustration
- Computer-Aided Product Development
- Twentieth-Century Fashion

Typical courses for students pursuing the merchandising option:

- International Retailing
- Global Patterns and Issues in Textiles and Apparel Trade

or DES 1101V - Honors: Introduction to Design Thinking [AH, WI] (4.0 cr)
APEC 1101 - Principles of Microeconomics [SOCS, GP] (4.0 cr)
or APEC 1101H - Principles of Microeconomics [SOCS, GP] (4.0 cr)
or ECON 1101 - Principles of Microeconomics [SOCS, GP] (4.0 cr)
SCO 2550 - Business Statistics: Data Sources, Presentation, and Analysis (4.0 cr)
or SOC 3811 - Social Statistics [MATH] (4.0 cr)
or STAT 3011 - Introduction to Statistical Analysis [MATH] (4.0 cr)
or STAT 3022 - Data Analysis (4.0 cr)
WRIT 3562W - Technical and Professional Writing [WI] (4.0 cr)
or WRIT 3562V - Honors: Technical and Professional Writing [WI] (4.0 cr)
or ENGL 3027W - The Essay [WI] (4.0 cr)
MGMT 3001 - Fundamentals of Management (3.0 cr)
MATH 1031 - College Algebra and Probability [MATH] (3.0 cr)
or CI 1806 - College Algebra through Modeling [MATH] (3.0 cr)
or MATH 1051 - Precalculus I [MATH] (3.0 cr)
or MATH 1142 - Short Calculus [MATH] (4.0 cr)
or MATH 1271 - Calculus I [MATH] (4.0 cr)
or MATH 1371 - CSE Calculus I [MATH] (4.0 cr)
Required Retail Merchandising Core
RM 1201 - Fashion, Ethics, and Consumption [CIV] (3.0 cr)
RM 2215 - Introduction to Retail Merchandising (3.0 cr)
RM 3124 - Consumers of Design (3.0 cr)
RM 3201 - Career and Internship Preparation for Retail Merchandising (1.0 cr)
RM 3242 - Retail Buying (3.0 cr)
RM 4117W - Retail Environments and Human Behavior [WI] (3.0 cr)
RM 4196 - Internship in Retail Merchandising (1.0-2.0 cr)
RM 4217 - International Retail Markets [GP] (3.0 cr)
RM 4248 - Creative Leadership in Retailing (3.0 cr)
Retail Merchandising Electives
Complete a minimum of 18 credits from the list.
Take 18 or more credit(s) from the following:
· ADES 2213 - Textile Analysis (4.0 cr)
· ADES 2214 - Softlines Analysis (3.0 cr)
· ADES 3217 - Fashion: Trends and Communication (3.0 cr)
· ADES 4121 - History of Fashion, 19th to 21st Century (4.0 cr)
· ADES 4215 - Product Development: Softlines (4.0 cr)
· ADES 4218W - Fashion, Design, and the Global Industry [WI] (3.0 cr)
· DES 2101 - Design and Visual Presentation (2.0 cr)
· PDES 2701 - Creative Design Methods (3.0 cr)
· RM 2234 - Retailing in a Digital Age [TS] (3.0 cr)
· RM 3196 - Field Study: National or International (1.0-4.0 cr)
· RM 3243 - Visual Merchandising (3.0 cr)
· RM 4123 - Living in a Consumer Society (3.0 cr)
· RM 4212W - Dress, Society, and Culture [WI] (3.0 cr)
· RM 4216 - Retail Promotions (3.0 cr)

			Merchandise Buying and Management	· RM 4247 - Advanced Buying and Sourcing (3.0 cr)
Pre-Internship: Building Career Readiness	PAH 383 (3 units)			**Upper Division Writing Intensive within the Major** Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements. Take 0 - 1 course(s) from the following:
Society Culture and Fashion Relationships	FCSC 435 (3 units)		Major Advanced courses (18)	· ADES 4218W - Fashion, Design, and the Global Industry [WI] (3.0 cr)
Ethics and Diversity in the News Media	JOUR 439 (3 units)		Group A (select 9 hours)	· ENGL 3027W - The Essay [WI] (4.0 cr) · RM 4117W - Retail Environments and Human Behavior [WI] (3.0 cr)
Experiential Learning (study abroad, internships, practicum & preceptorship)	FCSC 399 taken up to (9 units)		3 CSFRST 3471 Textile Product Quality CSFRST 3474 Fashion Forecasting 3 Choice 3 CSFRST 4575 Retail Environments 3 Choice 3 CSFRST 4576 Global Sourcing & Trade In Tex Pro 3 CONSCI 4990 Practicum in Consumer Sciences	· RM 4212W - Dress, Society, and Culture [WI] (3.0 cr) · WRIT 3562W - Technical and Professional Writing [WI] (4.0 cr) · WRIT 3562V - Honors: Technical and Professional Writing [WI] (4.0 cr)
Internship	PAH 493 (1 - 3 units)			
Special Topics	RCSC 496 (3 units)		Group B (select 9 hours) Required: CSFRST 3470 Apparel Prod Dev & Branding OR CSFRST 4585 Merch Buying and Mgmt	
Senior Capstone	PAH 498 (3 units)		5 or 3 ELECTIVES (20-24) 20-24 CSFRST 4570 Prod Data Mgt & App Prod Dev 3 CSFRST 4577 Fash & Retail Prom 3 CSFRST 4583 International Retailing 3 CONSCI 4990 Practicum in Consumer Sciences 1-3 BUSMGT 3130 Found. of Operations Mngmnt 3 BUSMHR 3100 Found of Mgt & Human Res 3 BUSMHR 2500 Entrepreneurship 3 CSCFFS 3270 Families In Business 3	
Internship, practicum, applied course requirements (Yes/No). If yes,	Optional		Required	Yes RM 4196 - Internship in Retail Merchandising (1.0-2.0 cr)

provide description.			
Senior thesis or senior project required (Yes/No). If yes, provide description.	No	NO	No
Additional requirements (provide description)	Upon graduation a digital portfolio completed on Arizona Digitation software with various assignments and Adobe Software	no	no
Minor (specify if optional or required)	Required	No	No

*Note: comparison of additional relevant programs may be requested.