

# MINOR IN FASHION MERCHANDISING AND MANAGEMENT



**SACRAMENTO STATE**  
*Redefine the Possible*

## In Workflow

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## Approval Path

1. Thu, 15 Apr 2021 00:38:59 GMT  
Mical Shilts (shiltsm): Approved for FACS Committee Chair
2. Thu, 15 Apr 2021 00:40:15 GMT  
Lynn Hanna (lhanna): Approved for FACS Chair
3. Fri, 14 May 2021 20:26:07 GMT  
Tristan Josephson (tristan.josephson): Approved for SSIS College Committee Chair
4. Mon, 17 May 2021 17:21:57 GMT  
Marya Endriga (mendriga): Approved for SSIS Dean

## New Program Proposal

Date Submitted: Tue, 13 Apr 2021 05:08:40 GMT

## Viewing: Minor in Fashion Merchandising and Management

Last edit: Tue, 13 Apr 2021 05:08:39 GMT

Changes proposed by: Dong Shen (101016574)

### Academic Group: (College)

Social Sciences & Interdisciplinary Studies

### Academic Organization: (Department)

Family and Consumer Sciences

### Catalog Year Effective:

2022-2023 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

### Individual(s) primarily responsible for drafting the proposed degree major program:

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**Type of Program Proposal:**

Minor

**Is this a pilot program?**

No

**Is this a Fast Track program?**

No

**Title of the Program:**

Minor in Fashion Merchandising and Management

**Designation: (degree terminology)**

Minor

**Abstract of the proposal:**

1. Propose a Minor in FASH because the previous Minor in FACS has been discontinued (6/19/2019).
2. The new FASH minor will require 21 units (18 core units and 3 elective units).

**Briefly describe the program proposal (new or change) and provide a justification:**

The purpose of this proposal is to develop a Minor in Fashion Merchandising and Management (FASH minor). In September 2017, Family and Consumer Sciences Department was informed that our B.S. in Family and Consumer Sciences (FACS) with a concentration in Fashion Marketing and Design was non-compliant with EO 1071. In order to comply with EO 1071, our previously existing FASH concentration was proposed as a stand-alone degree program with "B.S. in Fashion Merchandising and Management." The proposal was approved and the program started to offer B.S. in FASH in fall 2019. To align with this change, we propose to develop a Minor in FASH as the previous Minor in FACS has been discontinued (6/19/2019) and is no longer relevant to the new FASH program. The courses included in FASH minor were carefully selected from the existing courses to best serve our students and no new courses need to be developed. Those courses all have enough seats available to accommodate the projected number of minors based on the enrollment numbers from the last 5 years. The new Minor won't have impact on the Department resources.

We did a survey in Spring 21 in two GE courses (one lower division with a mini-mega section, and one upper division with three sections), where students come from a variety of majors across different departments and colleges. The results show strong interest in FASH minor from students from a wide range of majors such as Journalism, Communication Studies, Psychology, Business, Graphic Design, Studio Art, and Interior Design.

FASH minor can complement many campus-wide majors. Consultation have also been conducted with those programs such as Communication Studies, Theater and Dance, Art, Management and Organization, Marketing and Supply Chain Management, and Strategy and Entrepreneurship. Positive comments and support have been received.

Another important reason for proposing FASH minor is to fit with campus imperatives for equity and inclusion. Due to the new movement of fashion with the rapid development of social media and its significant impact on business, the term "fashion" has moved away from its traditional definition on clothing; instead, with a much broader spectrum, any field with trends involved has become a part of fashion. This is when students from other majors have started to show demand for fashion courses and fashion-related degrees. However, getting a second major is impossible for many of them due to financial stress and time limit. Therefore, offering a minor in fashion can help those students for their career development. In turn, this will further meet the industry and community demand.

**Objectives of the degree program:**

Demonstrate knowledge of fundamental skills, values, resources, current trends, theories, and issues in the field of fashion merchandising and management, including various factors that influence fashion production, distribution, marketing, and end use of various fashion products.

**University Learning Goals**

**Undergraduate Learning Goals:**

- Competence in the disciplines
- Knowledge of human cultures and the physical and natural world
- Integrative learning
- Personal and social responsibility
- Intellectual and practical skills

**Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**Please attach a Comprehensive Program Assessment Plan (required)**

FASH Minor\_Program Assessment Plan.docx

**Please attach a Curriculum Map Matrix (required)**

FASH Minor Curriculum Matrix Map.docx

**Please attach a five-year budget projection (required)**

FASH Minor Budget.docx

**Catalog Description:**

Units required for Minor: 21, all of which must be taken in Fashion Merchandising and Management.

**Program Description**

The Minor in Fashion Merchandising and Management provides students an understanding of the role fashion plays in social/cultural environment, business/economic environment, and natural environment through course work in textiles, fashion industry, fashion globalization, fashion entrepreneurship, fashion law and elective options in historic costume, fashion design/creation, fashion buying, and retailing. The minor is particularly well-suited towards students pursuing careers in journalism, marketing, entrepreneurship, management, business, art, design, and other professions.

**Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.****Minimum Grade Requirement**

A minimum grade of 'C-' is required for all prerequisite courses within and outside the Department.

**Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)**

Code	Title	Units
FASH 30	Fashion and Human Environment	3
FASH 31	Textiles	3
FASH 134	Introduction to Fashion Industry	3
FASH 139	Textiles and Apparel in the Global Economy	3
FASH 146	Fashion Entrepreneurship	3
FASH 148	Fashion Law	3
Select one from the following:		3
FASH 130	History Of Fashion	
FASH 133	Creative Principles of Apparel Design	
FASH 135	Merchandise Buying	
FASH 136	Fashion Retailing	
<b>Total Units</b>		<b>21</b>

**Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:**

FASHMinor Survey.docx

**For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:**

N/A

**Professional uses of the proposed degree major program:**

N/A

**The expected number of majors in:****1st Year Enrollment:**

3

**3rd Year Enrollment:**

9

**5th Year Enrollment:**

15

**1st Year Graduates:**

0

**3rd Year Graduates:**

3

**5th Year Graduates:**

9

**Please attach any additional files not requested above:**

FASH Minor consultations.docx

Key: 509