

FASH 136: FASHION RETAILING

In Workflow

1. FACS Committee Chair (shiltsm@csus.edu)
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3. SSIS College Committee Chair (wickelgr@csus.edu)
4. SSIS Dean (mendriga@csus.edu)
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9. Catalog Editor (catalog@csus.edu)
10. Registrar's Office (w lindsey@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Mon, 19 Sep 2022 23:05:43 GMT
Mical Shilts (shiltsm): Rollback to Initiator
2. Wed, 21 Sep 2022 19:57:34 GMT
Mical Shilts (shiltsm): Approved for FACS Committee Chair
3. Wed, 21 Sep 2022 20:53:59 GMT
Lynn Hanna (lhanna): Approved for FACS Chair
4. Thu, 20 Oct 2022 06:17:56 GMT
Emily Wickelgren (wickelgr): Rollback to FACS Chair for SSIS College Committee Chair
5. Thu, 20 Oct 2022 16:07:14 GMT
Lynn Hanna (lhanna): Rollback to Initiator
6. Fri, 21 Oct 2022 00:31:25 GMT
Mical Shilts (shiltsm): Approved for FACS Committee Chair
7. Fri, 21 Oct 2022 14:43:15 GMT
Lynn Hanna (lhanna): Approved for FACS Chair
8. Fri, 21 Oct 2022 15:47:58 GMT
Emily Wickelgren (wickelgr): Approved for SSIS College Committee Chair
9. Fri, 21 Oct 2022 21:17:25 GMT
Marya Endriga (mendriga): Approved for SSIS Dean

Date Submitted: Fri, 21 Oct 2022 00:07:46 GMT

Viewing: FASH 136 : Fashion Retailing

Last edit: Fri, 21 Oct 2022 15:47:37 GMT

Changes proposed by: Dong Shen (101016574)

Contact(s):

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Catalog Title:

Fashion Retailing

Class Schedule Title:

Fashion Retailing

Academic Group: (College)

SSIS - Social Sciences & Interdisciplinary Studies

Academic Organization: (Department)

Family and Consumer Sciences

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Spring 2023 (2022/2023 Catalog)

Subject Area: (prefix)

FASH - Fashion Merchandising and Management

Catalog Number: (course number)

136

Course ID: (For administrative use only.)

133141

Units:

3

Is the only purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?

No

In what term(s) will this course typically be offered?

Spring term only

Does this course require a room for its final exam?

Yes, final exam requires a room

This course complies with the credit hour policy:

Yes

Justification for course proposal:

The purpose of this proposal is to just update the prerequisite from FACS 134 to FASH 134.

After the Fashion Merchandising and Management became a stand-alone program in 2019, all the fashion courses have been updated from the old code of FACS to the new code of FASH. However, the prerequisite courses still carry the old code.

The ELO verbs were updated to be more clearly measurable, but the content of the ELOs are not changed.

No any other changes is made here.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)

A in-depth exploration of fashion retailing from different perspectives, including organizational structure, store location and image with a focus on visual merchandising techniques, and fashion advertising and promotion strategies. Lecture-discussion

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Is this course designated as Curricular Community Engaged Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Does this course have prerequisites?

Yes

Prerequisite:

FASH 134.

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Discussion

Discussion Classification

CS#04 - Lecture /Recitation (K-factor=1 WTU per unit)

Discussion Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes and Assessment Strategies:

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	apply the basic concepts in fashion retailing and organizational structures in different kinds of retailing stores	fashion minute, midterm one, the final exam, class discussion
2	evaluate the importance of fashion promotional programs including special events, public relations, publicity, and fashion advertising	design project, fashion minute, midterm one, the final exam, class discussion
3	identify the basic ready-to-wear display fixtures and understand importance of visual merchandising in fashion retailing	design project, field trip report, fashion minute, midterm two, the final exam
4	inspect the importance of retail organization, store image, and store location in sales production	lecture discussion, the final exam, fieldtrip report, fashion minute
5	examine the wholesale and retail fashion pricing, including markups and markdowns	lecture discussion, the final exam
6	evaluate the future of fashion retailing	lecture discussion, fashion minute, midterm one

Attach a list of the required/recommended course readings and activities:

FASH136 syllabus_Final.doc

Is this course required in a degree program (major, minor, graduate degree, certificate?)

Yes

Has a corresponding Program Change been submitted to Workflow?

No

Identify the program(s) in which this course is required:

Programs:

BS in Fashion Merchandising and Management

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Integrative learning
Intellectual and practical skills

Is this course 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

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Reviewer Comments:

Mical Shilts (shiltsm) (Mon, 19 Sep 2022 23:05:43 GMT): Rollback: Syllabus update

Emily Wickelgren (wickelgr) (Thu, 20 Oct 2022 06:17:56 GMT): Rollback: See email on 10/19/22

Lynn Hanna (lhanna) (Thu, 20 Oct 2022 16:07:14 GMT): Rollback: See email On Oct 19, 2022, at 11:18 PM, Wickelgren, Emily A <wickelgr@csus.edu>

Key: 14002