

BS IN FASHION MERCHANDISING AND MANAGEMENT



SACRAMENTO STATE

In Workflow

1. FACS Committee Chair (oertling@csus.edu)
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3. SSIS College Committee Chair (lo@csus.edu,mummawh@skymail.csus.edu)
4. SSIS Dean (mendriga@csus.edu,wickelgr@csus.edu)
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Approval Path

1. 2025-09-17T20:11:09Z
Emily Oertling (oertling): Approved for FACS Committee Chair
2. 2025-09-17T23:43:41Z
Lynn Hanna (lhanna): Rollback to Initiator
3. 2025-09-22T18:47:18Z
Emily Oertling (oertling): Approved for FACS Committee Chair
4. 2025-09-25T21:49:10Z
Lynn Hanna (lhanna): Approved for FACS Chair
5. 2025-10-15T19:41:00Z
Bao Lo (lo): Approved for SSIS College Committee Chair
6. 2025-10-15T21:04:16Z
Emily Wickelgren (wickelgr): Approved for SSIS Dean

History

1. Jan 3, 2019 by 212408496
2. Aug 5, 2019 by Dong Shen (dshen)
3. Oct 7, 2020 by Dong Shen (dshen)
4. Apr 23, 2021 by Katie Dickson (katiedickson)
5. Aug 8, 2022 by 301127606

Date Submitted: 2025-09-22T18:26:40Z

Viewing: BS in Fashion Merchandising and Management

Last approved: Mon, 08 Aug 2022 18:38:43 GMT

Last edit: 2025-10-15T19:40:26Z

Changes proposed by: Emily Oertling (223018835)

Academic Group: (College)

Social Sciences & Interdisciplinary Studies

Academic Organization: (Department)

Family and Consumer Sciences

Catalog Year Effective:

2026-2027 Catalog

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

Name (First Last)	Email	Phone 999-999-9999
Emily Oertling	oertling@csus.edu	6096189828

Type of Program:

Major

Program Change Type:

Substantive

Is this a pilot program?

No

Delivery Format:

Fully Face to Face

Title of the Program:

BS in Fashion Merchandising and Management

Designation: (degree terminology)

Bachelor of Science

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

1. Substitute FASH 30 with FASH 33 to better engage with contemporary sustainability topics across the fashion industry. FASH 33 will become a lower-division required course for all FASH majors. FASH 30 will remain as a GE for all majors on campus.

2. Require FASH 137 for all FASH majors as an upper-division course for the following reasons: (1) the program is preparing TAPAC accreditation, which requires a social-psychology course for majors, (2) FASH 137 is becoming a Writing Intensive (WI) course, and will support the timely graduation of our majors, (3) FASH 137 is an ideal course for program assessments of program learning outcomes on cultural and global awareness. This course will remain a GE for all majors on campus.

3. The requirement of FASH137 will increase the required total units from 51 to 54. This will not delay student graduation, because FASH students will take a major-related WI course.

4. Replace the option for GPHD 5 (GE C1/3A) with options for ART 20A (GE C1/3A), ART60, or ART 70 (GE C1/3A). The faculty sees a need to incorporate the practical application of art and design skills until FASH major faculty can develop and offer their own discipline-specific courses. A consultation has been conducted, and we have received support from the Art Department. The flexibility of multiple options will help FASH students efficiently progress to degree.

5. Add FACS 195C Internships to the elective category. Internships are valuable for career success. This adjustment reflects campus-wide initiatives.

6. Add FACS 199 Special Problems to the elective category. Special problems courses are suitable for students who intend to pursue graduate studies. This option also supports research conducted within the Fashion area.

Program advisers encounter students who are more interested in the creative side of the industry and others who are more interested in the business side of the industry. Because of our size, we do not have distinctive tracks at the moment, but it is what we are working towards. The options (started around 2019) are intended to assist students in personalizing their schedules. Additionally, and maybe more often, the variety of options assists in schedule building as the ECONS, PHOTOS, and ARTS are easily filled.

University Learning Goals**Undergraduate Learning Goals:**

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

Program Learning Outcomes

Program Learning Outcomes

Learning Outcome

PLO1 Demonstrate competence in the fashion industry, including knowledge of fundamental skills, values, resources, current trends, theories, and issues related to fashion merchandising and management, various factors that influence fashion production, distribution, marketing, and end use of various fashion products.

PLO2 Effectively integrate and communicate disciplinary knowledge and skills gained in writing, via oral communication, and using technology.

PLO 3 Establish critical thinking ability that involves combinations of analytical thinking and problem solving in addressing issues in the field of fashion merchandising and management through applying disciplinary knowledge.

PLO 4 Analyze ethical codes and key values as individuals, illustrating ethical and value application and their relationship in the field of fashion merchandising and management with a variety of focuses from psychological, social, economic, and physical perspectives.

PLO5 Examine how multiple perspectives, including psychological, social, economic, cultural, and physical perspectives from other disciplines, societies, individuals, groups, and cultures, influence fashion, the global textile/ apparel complex, and historic and contemporary styles.

Learning Outcomes Display

Course Code	PLO 1
ECON 1A	
PHOT 11	
ECON 1B	
ART 20A	
ART 60	
ART 70	
FASH 31	
FASH 32	
FASH 33	
MATH 24	
STAT 1	
FACS 100	
MKTG 101	
FASH 130	
FASH 131	
FASH 134	
FASH 135	
FASH 136	
FASH 137	
FASH 139	
FASH 146	

FACS 168	
FASH 148	
FACS 199	
FACS 195C	

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

FASH Major_Program Assessment Plan.docx

Please attach a Curriculum Map Matrix

FASH Major Curriculum Matrix Map Updated .docx

Please attach a five-year budget projection

There are no budgetary changes.docx

Do these changes impact the degree roadmap?

No

Catalog Description:

Units required for Major: 54

Total units required for BS: 120

Program Description

The major prepares students for careers in the global fashion industry, including management, marketing, buying, advertisement, promotion, manufacturing, sourcing, distribution, retailing, and many more. The program also emphasizes the contemporary and historical ways of meeting the economic, physiological, aesthetic, psychological, sociological, and cultural needs of consumers relative to fashion products.

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.

As defined by policy <http://www.csus.edu/umannual/acadaff/fsm00010.htm>, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

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

Program Requirements

Code	Title	Units
Required Core Courses		
ECON 1A or PHOT 11	Introduction to Macroeconomic Analysis ¹ Digital Photography I	3
ECON 1B or ART 20A or ART 60 or ART 70	Introduction to Microeconomic Analysis ¹ Beginning Drawing Two-Dimensional Composition Form, Space Vision	3
FASH 31	Textile Science: Fibers and Fabrics	3
FASH 32	Apparel Construction 1: Fundamentals	3
FASH 33	Fashion Sustainability, Global Impact, and Critical Thinking	3
MATH 24 or STAT 1	Modern Business Mathematics ¹ Introduction to Statistics	3
Required Upper Division Courses		
FACS 100	Research Methods	3
MKTG 101	Principles Of Marketing	3

FASH 130	History Of Western Fashion	3
FASH 131	Quality Analysis: Apparel	3
FASH 134	Introduction to Fashion Industry	3
FASH 135	Merchandise Buying	3
FASH 136	Fashion Retailing	3
FASH 137	Clothing, Society, and Culture	3
FASH 139	Textiles and Apparel in the Global Economy	3
FASH 146	Fashion Entrepreneurship	3
FACS 168	Senior Seminar	3
Elective Upper Division Courses (Select one from the following three courses)		3
FASH 148	Fashion Law	
FACS 199	Special Problems	
FACS 195C	Internship	

Total Units	54
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¹ Course also satisfies General Education (GE)/Graduation Requirement.

General Education Requirements ¹

Code	Title	Units
Area A: Basic Subjects (9 Units)		
A1 - Oral Communication		3
A2 - Written Communication		3
A3 - Critical Thinking		3
Area B: Physical Universe and Its Life Forms (10 Units)		
B1 - Physical Science		3
B2 - Life Forms		3
B3 - Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)		1
B4 - Math Concepts ²		0
B5 - Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.		3
Area C: Arts and Humanities (9-12 Units)		
C1 - Arts ^{2,3,4}		0 - 3
C2 - Humanities		3
C1/C2 - Area C Course		3
C1/C2 - Area C Course - Take upper-division course to complete Area & upper division requirements.		3
Area D: The Individual and Society (3 Units)		
Area D Course		3
Area D Course ²		0
Area D Course - Take upper-division course to complete Area & upper division requirements.		0
Area E: Understanding Personal Development (3 Units)		
Area E Course		3
Area F: Ethnic Studies		
Area F Course		
Total Units		34-37

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² Required in Major; also satisfies GE.

³ Department offers students an "OR" option for ECON 1A and PHOT 11:

- If student chooses to take ECON 1A, they will meet one area of Area D and will still be required to complete an Area C1 course.
- If student chooses to take PHOT 11, they will meet Area C1 and will not need this area of Area D which is met through FACS 30.

⁴ Department offers students an "OR" option for ECON 1B and GPHD 5:

- If student chooses to take ECON 1B, they will meet one area of Area D and will still be required to complete an Area C1 course.
- If student chooses to take GPHD 5, they will meet Area C1 and will not need this area of Area D which is met through FASH 30.

Graduation Requirements ¹

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI)		3
Graduation Requirements (required by Sacramento State) (12 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement ²		6

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html> (<https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>)

Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

No additional impact.

Attach a copy of correspondence with these units:

Email Approval from Art.pdf

Provide a fiscal analysis of the proposed changes:

No additional fiscal impact

How will the above changes be accommodated within the department/College existing fiscal resources?

No additional fiscal resources

Will the proposed changes require additional resources?

No

What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?

No

Estimate the cost and indicate how these resource needs will be accommodated:

No additional cost

Please attach any additional files not requested above:

2026-2027 FASH Major Advising Sheet (1).docx

Reviewer Comments:

Lynn Hanna (lhanna) (Wed, 17 Sep 2025 23:43:41 GMT): Rollback: missing some attachments and we need to work on a few other updates

Key: 433