

Commission on Undergraduate Studies and Policies
Resolution to Approve New Major in Consumer Studies, in Bachelor of Science in
Apparel, Housing, and Resource Management
Resolution 2013-140

Approved by the Commission on Undergraduate Studies and Policies:	April 21, 2014
First Reading by University Council:	April 28, 2014
Second Reading by University Council:	May 5, 2014
Approved by the President:	May 5, 2014
Effective:	Fall 2014

WHEREAS, the focus on consumer issues, especially those related to personal financial management, are critical issues for households and businesses in the United States and across the globe; and

WHEREAS, research conducted at Virginia Tech reveals that businesses lose when their employees have personal financial management and other consumer problems and professionals are needed to work with families to stabilize and improve their financial well-being; and

WHEREAS, Consumer Studies has been an option in the Bachelor Degree in Apparel, Housing, and Resource Management and predecessor programs for decades and the proposed major in Consumer Studies incorporates the courses and focus of the Consumer Studies option; and

WHEREAS, enrollment in the Consumers Studies option has been strong and students have had success in finding jobs after graduation and in attending graduate school; and

WHEREAS, students who complete the major in Consumer Studies within the Bachelor of Science in Apparel, Housing and Resource Management gain knowledge of how consumer decision-making, policy, social marketing, family financial management, and consumer economics influence household and community well-being and individual and family rights and responsibilities, and students gain skill communicating with and educating consumers, businesses, and policy makers and are thus prepared for successful careers in the private, non-profit, and government sectors; and

WHEREAS, a major in Consumer Studies will be more readily promoted to potential employers and make it easier for students to market themselves; and

WHEREAS, a major in Consumer Studies is unique within the Commonwealth of Virginia and contiguous states and one of a few similar programs in the United States; and

WHEREAS, developing the major in Consumer Studies will provide better visibility of the program and support enrollment management of incoming freshmen and transfer students in the College of Liberal Arts and Human Sciences.

THEREFORE BE IT RESOLVED that the Major in Consumer Studies be approved for addition to the Bachelor of Science in Apparel, Housing, and Resource Management effective Fall 2014 and the proposal be forwarded to the President for approval.