

Commission on Undergraduate Studies and Policies
Resolution to Approve New Major in Fashion Merchandising and Design, in
Bachelor of Science in Apparel, Housing, and Resource Management
Resolution 2013-14P

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 apparel industry, including the design, development, manufacturing, distribution, and sales of textile, apparel and apparel-related products, is a significant segment of the United States economy and international trade; and

WHEREAS, the major in Fashion Merchandising and Design will prepare students for a wide range of careers in the various aspects of the apparel industry, including visual merchandisers, small business owners, store managers, product buyers and sourcing agents, quality control managers, apparel product developers, and technical designers; and

WHEREAS, the Apparel Product Development and Merchandising Management (APDM) and predecessor programs have been an option in the Bachelor Degree in Apparel, Housing, and Resource Management for many years and the Major in Fashion Merchandising and Design incorporates the courses and focus of the APDM option; and

WHEREAS, enrollment in the Apparel Product Development and Merchandising Management option has been strong and students have met success in finding jobs in both the private sector and the federal government and in attending graduate school or law school; and

WHEREAS, the title Fashion Merchandising and Design is recognizable and understandable to high school and college students seeking a program related to the apparel industry; and

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

WHEREAS, the Major in Fashion Merchandising and Design will provide better visibility for the apparel program and will provide support to the enrollment management of incoming freshmen and transfer students into the College of Liberal Arts and Human Sciences.

THEREFORE BE IT RESOLVED that the Major in Fashion Merchandising and Design 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.