



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

02/29/2020

Institution

Southeast Missouri State University

Site Information

Implementation Date:

8/24/2020 12:00:00 AM

Added Site(s):

Selected Site(s):

Southeast Missouri State University, One University Plaza, Cape Girardeau, MO, 63701

CIP Information

CIP Code:

190905

CIP Description:

A program that focuses on marketing research and management as applied to the products and services of the apparel and textile industries. Includes instruction in applicable principles of textile and apparel design and manufacturing, sales and distribution systems, domestic and international market research, profitability, consumer research, and the design and implementation of marketing campaigns.

CIP Program Title:

Apparel and Textile Marketing Management

Institution Program Title:

Fashion and Consumer Studies

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Online

Student Preparation



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Special Admissions Procedure or Student Qualifications required:
No special preparation required

Specific Population Characteristics to be served:
Serves our students in the region and globally, no special characteristics

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Required degree in Fashion or related discipline per HLC guidelines

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
Approximately 90% of program will be delivered by full time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:
Typical expectations of all faculty related to teaching, scholarship and service

Student Enrollment Projections Year One-Five

Year 1	Full Time: 50	Part Time: 5	
Year 2	Full Time: 50	Part Time: 6	
Year 3	Full Time: 55	Part Time: 6	Number of Graduates: 13
Year 4	Full Time: 60	Part Time: 6	
Year 5	Full Time: 65	Part Time: 7	Number of Graduates: 18

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
Program is currently looking into accreditation options

Program Structure

Total Credits:
120

Residency Requirements:
At least 30 hours in residence, last term must be done in residence (on campus)

General Education Total Credits:
42

Major Requirements Total Credits:
120

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
000	0	See attached

Free Elective Credits:
9



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Internship or other Capstone Experience:

Internship is required

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus, CBHE-approved service region or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Koch

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Phone: 573-986-6777



Fashion and Consumer Studies Option

Retail and wholesale fashion merchandising is one of today's most vital and dynamic industries. This ever-changing field includes global opportunities in the areas of apparel, accessories, home furnishings and gifts. Opportunities include the fields of retail, media, public relations and technology. Academic training is designed to develop the creative, technical and business skills to become a successful fashion professional.

Becoming Career Ready...

/ Faculty work closely with students by providing them with professional development opportunities embedded within the fashion and consumer studies curriculum.

/ Fashion and Consumer Studies graduates work in a variety of retail and wholesale fashion markets. Examples of job titles include a fashion buyer, department manager, costumer, fashion advertising director, retail manager and product coordinator.

/ Students are engaged throughout the Fashion and Consumer Studies curriculum to develop knowledge and professionalism, as well as practical skills, to pursue various career trajectories upon graduation.

/ 100% of Southeast programs offer real-world experience. Fashion and Consumer Studies students earn this experience through being exposed to all areas of the global fashion business in the classroom, participating in an internship that fits their skills and future goals within the fashion industry, traveling to national and international markets, or participating in a study abroad program offered within the Donald L. Harrison College of Business and Computing. Students also experience merchandising by running the Shoppe at Catapult Creative House on Broadway.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills to jobs and opportunities in the field. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Internship and Employment Opportunities of Recent Graduates:

- Tory Burch
- Saks Fifth Avenue
- Dillard's
- Uniqlo
- Nordstrom
- Donna Karan New York
- Victoria's Secret
- TJ Maxx
- JC Penney
- Macy's
- Hollister
- Loft
- University Tees
- Coach
- Kohl's
- Talbot's
- David's Bridal
- Independently owned boutiques

Special Options with Fashion Merchandising

Students in this major must have a minor. Students are advised to pursue a minor in fashion entrepreneurship although other minors can be arranged for students whose interests lie in other areas.

Travel to Fashion Markets...

- International opportunities for study and travel
- Annual visits to New York—fashion's favorite city
- Available as electives for both majors and minors

Transfer and Dual Credit Students

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transferecredit.

To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
semo.edu

To explore the
Harrison College of Business and
Computing online, visit
semo.edu/business-computing

For advising
Center for Academic Advising
semo.edu/advising



Human Environmental Studies: Fashion and Consumer Studies Option

Bachelor of Science (BS)

This is a guide based on the 2019-2020 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

CURRICULUM CHECKLIST

"Critical Courses" are italicized and bolded. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.

Fashion & Consumer Studies Option—51 Hours Required –

Fashion Entrepreneurship minor required

- ___ FA104 Beyond Project Runway (3)
- ___ FA110 Introduction to Fashion Merchandising (3)
- ___ FA114 Visual Merchandising (3)
- ___ FA120 Clothing Construction (3)
- ___ **FA 207 Textiles (3)**
- ___ FA 250 History of Costume I (3)
- ___ FA 251 History of Costume II (3)
- ___ FA 300 Professional Image & Behavior (3)
- ___ FA 310 Fashion Forecasting (3)
- ___ FA 315 Retail Buying (3)
- ___ FA 350 Apparel Aesthetics (3)
- ___ FA 421 Retail Strategy (3)
- ___ FA 450 Global Fashion Economics (3)
- ___ FA 530 Internship (6)

Choose 6 hours:

- ___ FA 121 Intermediate Clothing Construction (3)
- ___ FA 480 Fashion Merchandising Practicum (3)
- ___ FA 520 Survey of National Markets (3)
- ___ FA 521 Survey of International Markets (3)

Additional requirements:

- ___ EC 101 Economic Problems & Policies (3)
- ___ GM 180 Introduction to Graphic Technology (3)
- ___ MG 301 Principles of Management (3)
- ___ MG 356 Foundations of Human Resources Management (3)
- ___ UI 355 Consumer & the Market (3)
- ___ UI 480 Social & Psychological Aspects of Dress (3)

General Education Requirements --some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	EC101	3
	EN100	3	FA110	3
	FA104	3	General Education	3
	General Education	3	General Education	3
	General Education	3	General Education	3
	Total	15	Total	15
SECOND YEAR	FA114	3	FA207	3
	FA120	3	FA 251	3
	FA 250	3	GM180	3
	General Education	3	General Education	3
	General Education	3	General Education	3
	Total	15	Total	15
THIRD YEAR	BA361 (Minor Req.)	3	FA300	3
	FA315	3	FA310	3
	FA350	3	FA Elective	3
	MG301	3	MG356	3
	General Education	3	UI355	3
	Total	15	Total	15
FOURTH YEAR	BA551 (Minor Req.)	3	BA561 (Minor Req.)	3
	FA421	3	FA450	3
	UI480	3	FA530	6
	FA Elective	3	Elective	3
	Elective	3		
	Total	15	Total	15

A minimum 2.00 GPA in the major and overall are required to graduate with a BS degree.

Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, completion of 39 senior division hours (300-599), Writing Proficiency Exam (WP003).

Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

All Harrison College of Business and Computing majors are encouraged to study abroad during their junior or senior year. Numerous opportunities exist from 10 days to a full semester. Programs are available in which all classes are taught in English and tuition rates are the same as Southeast's.

Revised 4/29/2019

Degree Map 2019-2020

To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
semo.edu

To explore the
Harrison College of Business and
Computing online, visit
semo.edu/business-computing

For advising
Center for Academic Advising
semo.edu/advising



**SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873**

2/28/2020

RE: New Program Proposal for a BS in Fashion and Consumer Studies

In 2018, Southeast Missouri State University (SEMO) restructured the alignment of its colleges and departments for administration savings as well as better alignment of specific disciplines and ultimately, better support, service, and clarity to our students. The department of Human Environmental Studies was dissolved and the programs within that department absorbed by other departments aligned with those disciplines. Because of this restructuring and the sustainable interest and enrollments in the options of the BS in Human Environmental Studies, we are proposing those options be converted to standalone degree offerings as outlined below.

Current Program Offering:

Title	Degree	Options	CIP
Human Environmental Studies	BS	Child Development	190101
		Family Studies	
		Dietetics	
		Fashion and Consumer Studies	
		Interior Design	

Proposed Program Offerings

New Program Title	Degree	Options	Dept	CIP
Child and Family Studies	BS	Child Development	Child & Family Studies	190101
		Family Studies		
Nutrition	BS		Kinesiology, Nutrition & Recreation	513101
Fashion and Consumer Studies	BS		Marketing	190905
Interior Design	BS		Art & Design	500408

The Fashion and Consumer Studies option has had a long-standing history of strong enrollments and a strong need still exists within the region and globally for graduates of that program. Current enrollment is 52 students with 15 completers the past year. We anticipate interest will grow in this discipline and having it as a separate degree program will allow great disciplinary focus.