

LSC Use Only

Number: _____

Action: _____

Date: _____

UWUCC Use Only

Number: 01-27

Action: _____

Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: CS 318 Fashion Merchandising

Suggested 20 Character Course Title: Fashion Mgr

II. If a course is being proposed for

911-1

FASHION MERCHANDISING

MAJOR

PROGRAM REVISION

COURSE DELETION

COURSE PROPOSALS

submitted by
DEPARTMENT OF CONSUMER SERVICES

1991

TABLE OF CONTENTS

I. SUMMARY AND RATIONALE: Course and Program Changes for
Fashion Merchandising Major, Consumer Services Dept.

This current required major course is to be

D. PROGRAM CHANGES: Comparison of Current/Proposed Fashion Merchandising Major Requirements

MAJOR REQUIREMENTS (15 sh)

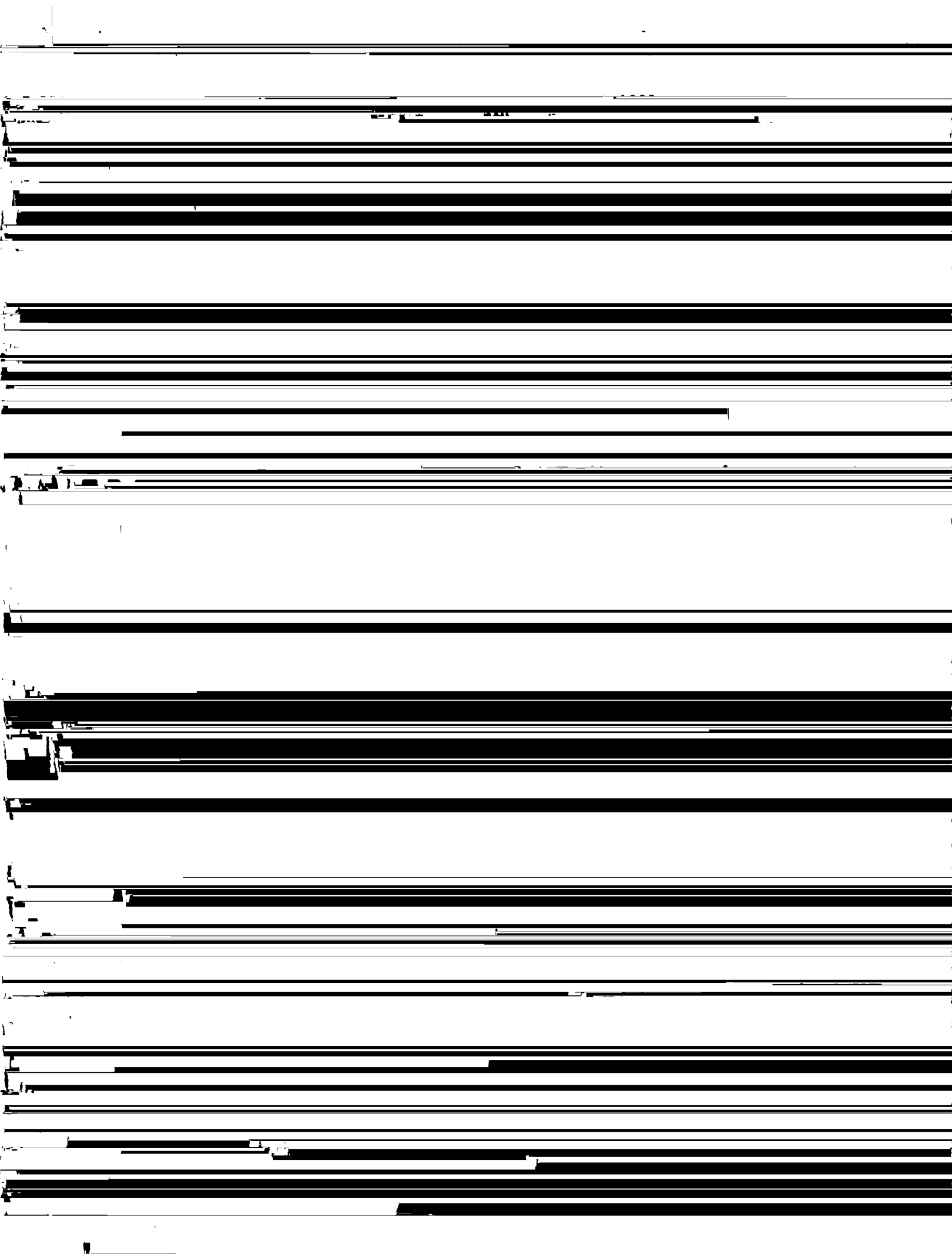
CS 112 Fund of Cloth. Construction
OR
CS 212 Adv. Cloth. Construction 3sh
CS 216 Clothing & Accessories

MAJOR REQUIREMENTS (18 sh)

CS 112 Fund of Cloth. Construction
OR
CS 212 Adv. Cloth. Construction 3sh

E. Rationale for Program Changes.

1. Replacing the current CS 318 Fashion Merch...



FASHION MERCHANDISING

OUTSIDE CONCENTRATION: A minimum of 18 is required from the following (or business substitutes approved by the department).

major required	15		Semes. year or

			Semes. year

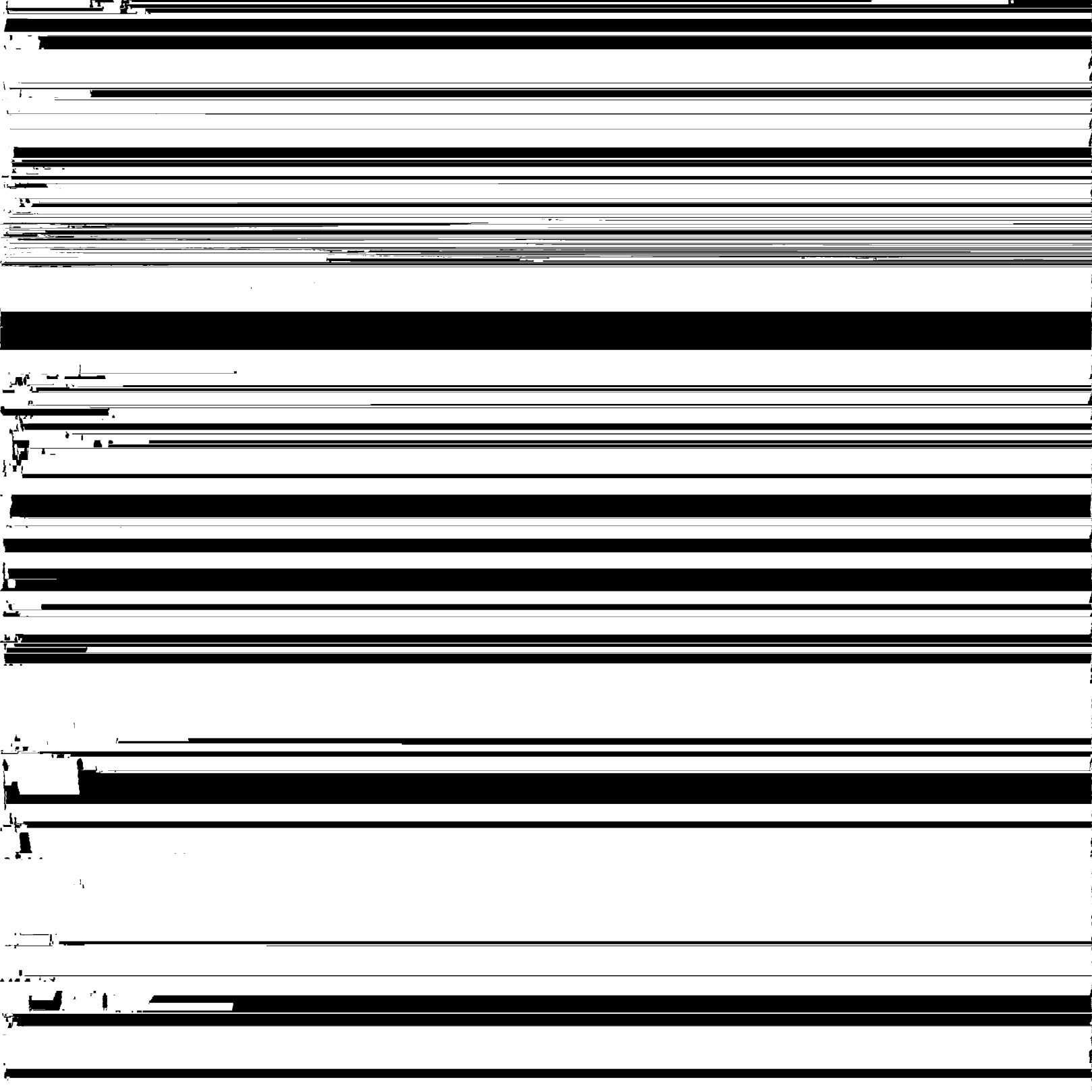
GRADUATION DE

FASHION MERCHANDISING

OUTSIDE CONCENTRATION: A minimum of 18 S. is required from the following (or business substitutes approved by the department).

major required:	15			Semes. year or
	S. H	S. H	Grade	Trans

			Semes. year c
BUSINESS EMPHASIS	C. H	Grade	Trans



Fashion Merchandising

Name of Student _____ Social Security Number ____-____-____

Permanent Address _____

Telephone (____) _____

LIBERAL STUDIES

54 Crs

CONSUMER SERVICES

9 Crs

Requirements Crs Grade Semester

Requirements	Crs	Grade	Semester
EN 101 College Writing	4		
EN 202 Research Writing	3		
MA 101 Found of Math	3		
HI 195 Hist: Modern Era	3		

Requirements Crs Grade Semester

Requirements	Crs	Grade	Semester
CS 121 Intro to CS	1		
CS 314 Textiles	3		
CS 315 Cons Ec/Fam Fin	3		
CS 421 Senior Seminar	2		

Fashion Merchandising

OUTSIDE CONCENTRATION

18 Crs

SUMMARY

FRONTIER UNIVERSITY

Business Emphasis Gen. Ed. Semesters

AD 101 Intro to Bus 3

Liberal Studies (54)

CS 318
FASHION MERCHANDISING

Credits: 3

Prerequisites: CS 216; completion of 57 semester hours

Course Description:

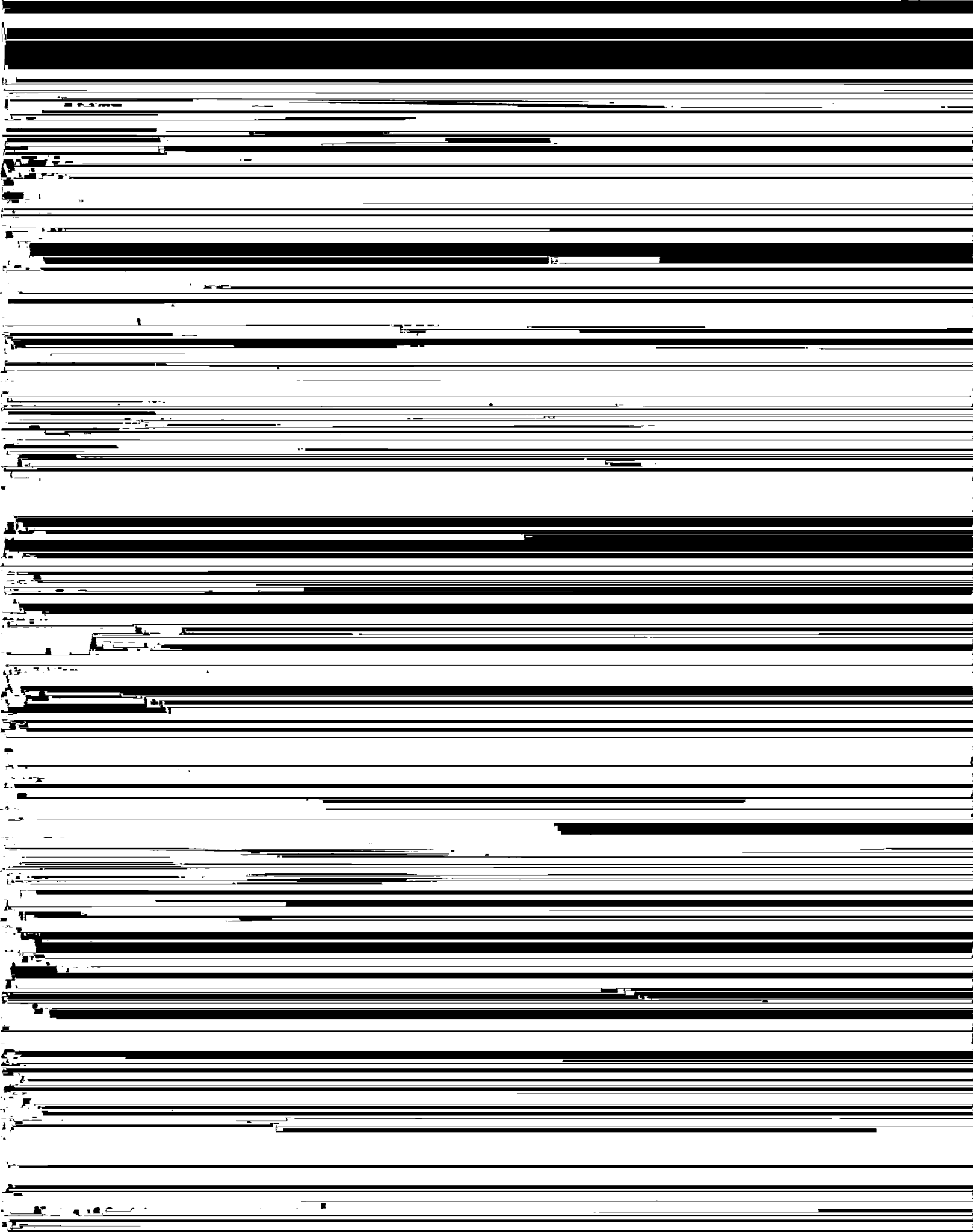
A study of the origins, movement, dissemination and prediction of fashion: an investigation of the

CS318 Fashion Merchandising
TENTATIVE SCHEDULE - FALL 1991

Joan Schmitt
202 ACK, EXT. 2346
Office Hours: MON 11:30- 3:00
TUE 2:45- 3:15
WED 11:30-12:30

TEXT: Jarnow, Jeannette A. and Mariam Guerreiro. Inside the Fashion Business, 5th Ed. New York: MacMillan Publishing Co., 1991.

Troxell, Mary D. Fashion Merchandising, 3rd Ed. New York: Gregg Division, McGraw Hill, 1981.



COMPLETE THE FOLLOWING FORM AND RETURN BY SEPTEMBER 19 .

DATE _____

NAME _____

SECTION NO. _____

I CHOOSE THE FOLLOWING OPTION AS THE BASIS FOR EVALUATION IN CS318
FASHION MERCHANDISING:

_____ OPTION A

_____ OPTION B

CS 318 FASHION MERCHANDISING
TERM PROJECT FOR RETAILING INTERESTS

Rationale: Very often the field of fashion involves doing research on a variety of areas. You may not have any idea how to begin, what format to use, etc., but it is your responsibility to develop a complete and accurate report. Many areas of research are vitally important for merchandising success.

RESEARCH:

1. Choose one area of apparel or two major accessory areas.
(Ex: Jr. Sleepwear, Fur Coats, Better Dresser, etc.)

Include the merchandise assortment plan, degree of depth and breadth, sizes, colors and quality of all items chosen. Plans should be detailed and quality categories must be defined.

Also set up the advertising and promotion program for the grand

CS 318 FASHION MERCHANDISING
BIBLIOGRAPHY

Schmiechen, James A. Sweated Industries and Sweated Labor: The
London Clothing Trades, 1860-1914. Urbana: University of