TO: Dr. Arnett Mace  
Senior Vice President for Academic Affairs and Provost

FROM: Jan Hathcote  
Associate Dean for Academic Affairs and Research

DATE: September 2, 2005

RE: Global Soft Goods Merchandising and Manufacturing Area of Emphasis

Attached is a proposal for adding a Global Soft Goods Merchandising and Manufacturing Area of Emphasis to the Fashion Merchandising major. The transcript would read as a B.S.F.C.S degree with a major in Fashion Merchandising and a notation of the Global Soft Goods Merchandising and Manufacturing area of emphasis.

The Textiles, Merchandising and Interiors Department approved the new area of emphasis as well as the College of Family and Consumer Sciences Curriculum Committee. If you should have any questions, please do not hesitate to contact me at 542-4907 or by email at jhathcote@fcs.uga.edu

An Equal Opportunity/Affirmative Action Institution
PROPOSAL FOR AN AREA OF EMPHASIS

School/College: College of Family and Consumer Sciences
Department/Division: Department of Textiles, Merchandising and Interiors
Major: Fashion Merchandising

If major has more than one area of emphasis submit all areas of emphasis under one major together. A course may appear in more than one area of emphasis, but each area of emphasis should have a distinct focus.

Major Requirements: Attach a list of all courses required for the major. ATTACHED

Area of Emphasis Title (as it will appear in the Bulletin): Global Soft Goods Merchandising and Manufacturing
Proposed starting date: June 2006

Area of Emphasis Description:
Include prefixes, numbers (must be 3000-4000 level); and titles of required courses; total credit hours (must be 12 or more hours); residency requirements (if any); and grade requirements (if any):
ATTACHED; University of Georgia residency and grade requirements

Justification: Apparel and other soft goods textile products merchandising and manufacturing is truly global in every way. Although much of the actual construction process is done off shore, the design, merchandising and distribution of apparel and other soft goods textile products is completed in the United States. This industry needs graduates who are knowledgeable about fashion, merchandising, sourcing and marketing of soft goods, and who understand the global structure and operation of the industry. The “Global Soft Goods Merchandising and Manufacturing” area of emphasis builds on the basic fashion and merchandising curriculum of the Fashion Merchandising major to give students the knowledge and understanding that will allow them to excel in the highly competitive global setting.

Signatures:

[Signature]
Department Head

[Signature]
Dean

[Signature]
School/College Curriculum Committee Chair

[Signature]
School/College Dean

[Signature]
University Curriculum Committee Chair
AREA A  ESSENTIAL SKILLS (9 hours)
3  ENGL 1101 English Composition I
3  ENGL 1102 English Composition II
3  MATH 1101 Mathematical Modeling

AREA B  INSTITUTIONAL OPTIONS (4-5 hours)
4-5  Electives

AREA C  HUMANITIES AND FINE ARTS (6 hours)
Choose one Fine Arts course and one Humanities course; or
two Humanities courses from different departments
3  Humanities or Fine Arts course
3  Humanities or Fine Arts course

AREA D  SCIENCE, MATHEMATICS, AND TECHNOLOGY (10-11 hours)
4  CHEM 1110-1110L Elementary Chemistry
4  STAT 2000 Elementary Statistics
(The above courses are prerequisites for upper division courses required in the major)
3  Science course with or without lab

AREA E  SOCIAL SCIENCES (12 hours)
3  HIST 2111 American History to 1865 or 2112 American History Since 1865
3  POLS 1101 American Government
3  PSYC 1101 Elementary Psychology
3  SOCI 1101 Introductory Sociology

AREA F  COURSES RELATED TO MAJOR (18 hours)
3  CHFD 2100 Development Within the Family or
   HACE 2100 Family Economic Environment
3  ACCT 2101 Principles of Accounting I
3  ARTS 2000 Art Appreciation or ARHI 2100 Monuments of World Art
3  CSCI 1100-1100L* Introduction to Personal Computing or MIST 2090 Introduction to
   Information Systems in Business
3  ECON 2105* Principles of Macroeconomics or
   ECON 2106* Principles of Microeconomics
3  SPCM 1100* Introduction to Public Speaking or SPCM 2300 Business and Professional
   Communication
* If these courses are taken in Areas A-E, then electives may be taken in this area.

Entrance Requirements: Completion of Core Areas A-E.

May 15, 2005
MAJOR REQUIREMENTS – REQUIRED COURSES (43 hours)

A baccalaureate degree program must require at least 21 semester hours of upper division courses in the major field and at least 39 semester hours of upper division work overall.

1. TXMI 2000 Introduction to Family and Consumer Sciences
2. TXMI 3210 Fundamentals of the Fashion Industry
3. TXMI 3240 Retail Planning and Buying
4. TXMI 3500 Textiles
5. TXMI 3520 Textile Testing
6. TXMI 4220 Fashion Product Line Development and Presentation
7. TXMI 4230 Clothing and Human Behavior
8. TXMI 4290 History of Costume from the 19th Century to Present
9. TXMI 4520 Apparel and Textile Economics
10. TXMI 5240 Retailing Apparel and Textiles
11. MARK 3000 Principles of Marketing
12. MARK 4100 Consumer and Organizational Buyer Behavior

I. Fashion Merchandising

- 16 hours from the following:
  1. TXMI 3530 Apparel Quality Analysis
  2. TXMI 3570 Color Science
  3. TXMI 4110 Textile Dyeing
  4. TXMI 4270 History of Costume: Antiquity to 19th Century
  5. TXMI 4540 International Textiles and Apparel
  6. TXMI 4580 History of Textiles in Europe and America
  7. TXMI 4900 Special Topics in Textile
  8. TXMI 5260 Consumer and Employee Case Studies in the Retail Industry
  9. TXMI 5270 E-tailing in Apparel and Textiles
  10. TXMI 5710 Study Tour in Textiles, Merchandising and Interiors

II. Global Soft Goods Merchandising and Manufacturing

- Required courses (22 hours)
  1. TXMI 3530 Apparel Quality Analysis
  2. TXMI 4160 Product Development in the Textiles and Apparel Industry
  3. TXMI 4250 Global Sourcing of Apparel and Textile Products
  4. TXMI 4260 Survey of Apparel Manufacturing
  5. TXMI 4540 International Textiles and Apparel
  6. TXMI 5900 Internship Orientation

- General electives: (4 hours)
  1. PEDB

III. Electives (10 hours)

- PEDB

May 15, 2005