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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC53 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| Katherine Baker 03/15/2023 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 3/16/2023  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/28/2023  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/23/2023 **Office of Accreditation and Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/30/2023 **College Dean** | Len Frey 4/20/2023  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Temma Balducci, Dept. of Art + Design, tbalducci@astate.edu, 870-972-3050

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Spring 2024 (2023-24 Bulletin year)

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a "Modification requested?" prompt need not be completed if the answer is "No."*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate "N/A" if no modification)* |
| **Prefix** |  | **FASH** |
| **Number\*** |  | **4503** |
| **Title**  (include a short title that's 30 characters or fewer) |  | **Applied Fashion Marketing Project**  **Short title: Fashion Marketing Project** |
| **Description\*\*** |  | **Application of social science and marketing concepts and theories related to dress, textile and apparel products, as well as retail experiences, including conducting consumer research.** |

***\**** Confirm with the Registrar's Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. YES Are there any prerequisites?
   1. If yes, which ones?

FASH 2233 (Current Issues in Global Fashion Industry)

* 1. Why or why not?

Students will need to have the background of the fashion industry. Current issues in the global fashion industry will provide necessary background knowledge about the fashion industry.

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, "irregular.”) *Not applicable to Graduate courses.*

Spring

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Capstone

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. YES Is this course in support of a new program?

a. If yes, what program?

B.S. in Fashion Merchandising and Marketing

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Note: Outline based on AOS version of the course.

Week 1: Chapter 1 Why Is Consumer Behavior Important to the Fields of Fashion and Design?

Chapter 2 Consumer Behavior, Marketing, and Fashion: A Working Relationship

Week 2: Chapter 3 How Fashion Consumers Perceive, Learn, and Remember

Chapter 4 Motivation and the Fashion Consumer

Week 3: Chapter 5 Attitude and the Fashion Consumer

Chapter 6 Personality and the Fashion Consumer

Week 4: Chapter 7 Age, Family, and Life Cycle Influences

Chapter 8 Social Influences on Fashion Consumers

Week 5: Chapter 9 Demographics, Psychographics, and the Fashion Consumer

Chapter 10 How Marketers Obtain and Use Consumer Information

Week 6: Chapter 11 Social Media and the Fashion Consumer

Chapter 12 Consumer Decision Making

Week 7: Project, Exam

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

None

1. **Department staffing and classroom/lab resources**

Yes

1. Will this require additional faculty, supplies, etc.?

Yes – one faculty line (already allocated)

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Enter text...

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students will learn to apply concepts and theories from the social sciences related to the study of marketing and management related to dress, textile and apparel products, and retail experiences. The goals of this course are as follows: After the completion of the course, students will be able to:

1. To describe why consumer behavior is important to the fields of fashion and design.

2. To identify the relationship between consumer behavior and fashion marketing.

3. To explain perception, learning, and memory in relation to consumer behavior.

4. To examine attitude, motivation, and personality as they relate to the fashion consumer.

5. To show how family, age, and life cycle may influence consumer behavior.

6. To relate how marketers use demographics and psychographics in identifying specific consumer markets.

7. To discover how fashion marketers obtain and use consumer information.

8. To determine how fashion consumers buy.

9. To explain how businesses and other organizations buy and use fashion goods.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

The Department of Art + Design is dedicated to the creative, aesthetic and cultural development of visual art students that builds upon a well-rounded liberal arts education. The faculty prepares its students to assume leadership positions in their professional lives while maintaining a commitment to the conceptual and aesthetic standards of their chosen discipline. The department develops and supports a nurturing creative community that builds confidence through academic rigor and provides an environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential. Graduates of the Department of Art + Design join the community as socially responsible artists, designers, educators and historians ready to contribute to diverse and changing creative fields. This class will challenge students to consider the various ways that fashion, as a creative and aesthetic statement, is culturally significant. Given these goals, this class will prepare students to thoughtfully think about the connection that fashion has to society as a whole both through a historical and contemporary view point.

c. Student population served.

Seniors

d. Rationale for the level of the course (lower, upper, or graduate).

This is a senior capstone course where students will create a business plan based on the course materials and all the knowledge they have accumulated throughout their college careers.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is "Yes")**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

PLO 1: Subject Knowledge – Students will understand global markets, consumer behaviors, and product trends related to fashion merchandising.

PLO 2: Technical Skill – Students will be able to create fashion merchandising plans that synthesis visual research, marketing, and management.

PLO 3: Critical Thinking – Student will be able to apply strong critical, analytical, management, and communication skills required to advance in the profession.

The direct program assessment takes place in this course.

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program's continuous improvement assessment process.

*For further assistance, please see the 'Expanded Instructions' document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Outcome 1** | Subject Knowledge – Students will understand global markets, consumer behaviors, and product trends related to fashion merchandising. |
| Assessment Procedure Criterion | Direct Measure: Summative assessment completed by Faculty  Indirect Measures: Near the end of Capstone, students complete an exit survey  Alumni survey |
| Which courses are responsible for this outcome? | FASH 4233 – Applied Fashion Marketing Project |
| Assessment  Timetable | Year 1 on a three-year cycle.  Alumni survey is conducted every three years. |
| Who is responsible for assessing and reporting on the results? | Capstone faculty (report to Assessment Coordinator) |

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| **Outcome 2** | Technical Skill – Students will be able to create fashion merchandising plans that synthesis visual research, marketing, and management. |
| Assessment Procedure Criterion | Direct Measure: Summative assessment completed by Faculty  Indirect Measures: Near the end of Capstone, students complete an exit survey  Alumni survey |
| Which courses are responsible for this outcome? | FASH 4233 – Applied Fashion Marketing Project |
| Assessment  Timetable | Year 2 on a three-year cycle.  Alumni survey is conducted every three years. |
| Who is responsible for assessing and reporting on the results? | Capstone faculty (report to Assessment Coordinator) |

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| **Outcome 3** | Critical Thinking – Student will be able to apply strong critical, analytical, management, and communication skills required to advance in the profession. |
| Assessment Procedure Criterion | Direct Measure: Summative assessment completed by Faculty  Indirect Measures: Near the end of Capstone, students complete an exit survey  Alumni survey |
| Which courses are responsible for this outcome? | FASH 4233 – Applied Fashion Marketing Project |
| Assessment  Timetable | Year 3 on a three-year cycle.  Alumni survey is conducted every three years. |
| Who is responsible for assessing and reporting on the results? | Capstone faculty (report to Assessment Coordinator) |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Students will describe why marketing and management are important to the fields of fashion and design and the relationship between consumer behavior and fashion marketing. |
| Which learning activities are responsible for this outcome? | Exam |
| Assessment Measure | The assessment is summative and a test format with questions with multiple choice, multiple answers, and true/false questions. |
| **Outcome 2** | Students will relate how marketers use demographics and psychographics in identifying specific consumer markets, discover how fashion marketers obtain and use consumer information and explain how businesses and other organizations buy and use fashion goods. |
| Which learning activities are responsible for this outcome? | Students will create a business plan that encompasses marketing and management details of a company of their choice and do a professional presentation to their clients/students/faculty. |
| Assessment Measure | The final project will be assessed based on the feasibility of the project, aesthetics, research/craftsmanship, and presentation skills. The project will be a summative assessment. |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

**NEW:**

FASH 4503 - Applied Fashion Marketing Project

Sem. Hrs: 3

Application of social science and marketing concepts and theories related to dress, textile and apparel products, as well as retail experiences, including conducting consumer research.

Prerequistes: FASH 2233.