|  |  |
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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC46 |
| CIP Code: |  |
| Degree Code: |  |

**Reconfiguration of Existing Degree Program Proposal Form**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Katherine Baker 03/15/2023 | Enter date |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci 03/16/202 | Enter date |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Mary Elizabeth Spence | 3/23/2023 | | **Office of Accreditation and Assessment** |  | | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Warren Johnson | 3/28/2023 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 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. **Title(s) of degree programs to be consolidated/reconfigured:**

Bachelor of Science in Business Administration (see email from Dean Washam in Appendix), Bachelor of Fine Arts in Art, Emphasis in Studio Art, and Bachelor of Arts in Theatre with Emphasis in Design and Technology.

1. **Proposed title of consolidated/reconfigured program:**

Bachelor of Science in Fashion Merchandising and Marketing

1. **Proposed Effective Date:** Fall 2023 (2023-24 Bulletin Year)
2. **Reason for proposed program consolidation/reconfiguration:**

*(Indicate student need/demand (projected enrollment) for the proposed program and document that the program meets employer needs using the ADFA Workforce Analysis Form)*

*Student Demand*

There were 4,687 completions in 2020.

Nationally, 147 institutions offer this program, but only 9% have distance offered programs. This program will be offered both online and on-campus.

Fashion Merchandising & Apparel and Textile Marketing Management are the top performing programs with a market share of 95.6 and over 4,400 completions in 2020.

*Employment Demand*

Employment for Fashion Merchandizing occupations are forecasted to increase 9.0% nationally from 2020 to 2030.

In 2020 there were 3.44M current full and part-time jobs related to this program.

The starting median salary for graduates of this program is $49.9K/yr.

1. **Provide current and proposed curriculum outline by semester.**

*For undergraduate programs, please use Appendix A-8-semester plan form*

*Indicate total semester credit hours required for the proposed program. If new courses are needed for the reconfiguration, approval for the courses must be requested prior to approval for the new degree. Underline any new courses. Identify required general education core courses with an asterisk. If utilizing courses from other departments, please color-code them and provide a key.*

1. **Will the proposed degree be offered:**
   1. **Traditional/Face-to-face** Yes
   2. **Distance/Online** Yes
      1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

100%

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

Yes

1. **Will the proposed degree be offered off-campus?** No
   1. **If yes, identify the off-campus location**

Enter text...

1. **Provide documentation that proposed program has received full approval by licensure/certification entity, if required.**

*(A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).*

Not Applicable

1. **List institutions offering similar program and identify the institutions used as a model to develop the proposed program.**

Stephens College

1. **Provide scheduled program review or specialized accreditation initial review date (within 10 years of program implementation).**

State-mandated program review will occur no later than 2033-2034 academic year

1. **Is there differential tuition requested?** *If yes, please fill out the New Program/Tuition and Fees Change Form.*

No

1. **Graduate programs only: Will this program require a comprehensive exam?**

Not Applicable

**Student Learning Outcomes**

Provide outcomes that students will accomplish during or at completion of this reconfigured degree. Fill out the following table to develop a 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.*

**University Outcomes**

Please indicate the university-level student learning outcomes for which this new program will contribute. Please complete the table by adding program level outcomes (PLO) to the first column, and indicating the alignment with the university learning outcomes (ULO). If you need more information about the ULOs, go to the [University Level Outcomes Website](http://www.astate.edu/a/assessment/student-learning-outcomes/files/ULOs%20for%20Website2.pdf).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **ULO 1: Creative & Critical Thinking** | **ULO 2: Effective Communication** | **ULO 3: Civic & Social Responsibility** | **ULO 4: Globalization & Diversity** |
| **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.** |  |  |  |

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

|  |  |
| --- | --- |
| **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) |

*Please repeat as necessary.*

**Appendix A, 8-Semester Plan**

(**Referenced in #9** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Arkansas State University-Jonesboro**  **Degree: Bachelor of Science**  **Major: Fashion Merchandising and Marketing**  **Year: 2023-2024** | | | | | | | | |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. | | | | | | | | |
| **Year 1** | | | |  | **Year 1** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| ENG 1003 | Composition I | 3 | x |  | ENG 1013 | Composition II | 3 | x |
| ARTH 2583 | Survey Art History Before 1400 | 3 |  |  | MATH 1023 | College Algebra | 3 | x |
| ART 1113 | Creative Exploration | 3 |  |  | ARTH 2593 | Survey Art History After 1400 | 3 |  |
| ACCT 2033 | Intro to Financial Accounting | 3 |  |  | BCOM 2563 | Business Communication | 3 |  |
| ELECTIVE |  | 3 |  |  | FASH 2133 | Textiles | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| ENG 2003 or 2013 | World Lit to 1660 or World Lit Since 1660 | 3 | x |  | BIO 1003/1001 | Biological Science | 4 | x |
| GSCM 3163 | Supply Chain Mgmt | 3 |  |  | GSCM 4123 | Organizational Purchasing | 3 |  |
| THEA 2263 | Fashion History | 3 |  |  | FASH 3133 | Fashion Forecasting | 3 |  |
| FASH 2233 | Current Issues in Global Fashion Industry | 3 |  |  | ELECTIVES |  | 6 |  |
| ELECTIVE |  | 3 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 16 |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| MDIA 1003 | Mass Comm in Modern Society | 3 | x |  | MKTG 3093 | Professional Selling | 3 |  |
| MKTG 3013 | Marketing | 3 |  |  | FASH 3233 | Fashion Market Analysis | 3 |  |
| ANTH 2233 | Intro to Cultural Anthropology | 3 | x |  | THEA 2503 | Fine Arts Theatre | 3 | x |
| ELECTIVE |  | 3 |  |  | ELECTIVE 3000/4000 |  | 3 |  |
| ELECTIVE 3000/4000 |  | 3 |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 12 |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| MKTG 4043 | Consumer Behavior | 3 |  |  | MKTG 4213 | Marketing Analytics | 3 |  |
| MUS 2503 | Fine Arts Music | 3 | x |  | FASH 4134 | Fashion Internship | 4 |  |
| CHEM 1013/1011 | General Chemistry I | 4 | x |  | FASH 4503 | Applied Fashion Marketing Project | 3 |  |
| FASH 3333 | Visual Merchandising and Display | 3 |  |  | HIST 2763 | United States to 1876 | 3 | x |
| ELECTIVE 3000/4000 |  | 3 |  |  | ELECTIVE 3000/4000 |  | 3 |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 16 |  |
| **Total Jr/Sr Hours \_\_46\_ Total Degree Hours \_120\_\_** | | | | | | | | |
| **Graduation Requirements:** | | | | | | | | |

**Bulletin Changes**

|  |
| --- |
| **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***

**Fashion Merchandising and Marketing, BS**

**UNIVERSITY REQUIREMENTS:**

See University General Requirements for Baccalaureate degrees

**FIRST YEAR MAKING CONNECTIONS COURSE:**

* ARTH 2583 - Survey of Art History Before 1400 Sem. Hrs: 3

**GENERAL EDUCATION REQUIREMENTS:**

* See General Education Curriculum for Baccalaureate Degrees Sem. Hrs: 35

Students with this major must take the following:

* MUS 2503 - Fine Arts-Music Sem. Hrs: 3
* THEA 2503 - Fine Arts-Theatre Sem. Hrs: 3 (Required Departmental Gen. Ed. Option)

**MAJOR REQUIREMENTS:**

**Business Courses**

* ACCT 2033 - Introduction to Financial Accounting Sem. Hrs: 3
* BCOM 2563 - Business Communication Sem. Hrs: 3
* GSCM 3163 - Supply Chain Management Sem. Hrs: 3
* GSCM 4123 - Organizational Purchasing Sem. Hrs: 3
* MKTG 3013 - Marketing Sem. Hrs: 3
* MKTG 3093 - Professional Selling Sem. Hrs: 3
* MKTG 4043 - Consumer Behavior Sem. Hrs: 3
* MKTG 4213 - Marketing Analytics Sem. Hrs: 3

**Art + Design/Theatre Courses**

* ARTH 2593 - Survey of Art History After 1400 Sem. Hrs: 3
* THEA 2263 - Fashion History Sem. Hrs: 3
* Select one of the following:

ART 1113 - Creative Exploration Sem. Hrs: 3

ART 1033 - Drawing and Imaging Sem. Hrs: 3

GRFX 1413 - Design Technology Sem. Hrs: 3

**Fashion Courses**

* FASH 2133 – Textiles Sem. Hrs: 3
* FASH 2233 - Current Issues in the Global Fashion Industry Sem. Hrs: 3
* FASH 3133 - Fashion Forecasting Sem. Hrs: 3
* FASH 3233 - Fashion Market Analysis Sem. Hrs: 3
* FASH 3333 - Visual Merchandising and Display Sem. Hrs: 3
* FASH 4134 - Fashion Internship Sem. Hrs: 4
* FASH 4503 - Applied Fashion Marketing Project Sem. Hrs: 3

**Sub-total: 55**

**ELECTIVES:**

* Electives Sem. Hrs: 27 (12 must be upper-level)

**TOTAL REQUIRED HOURS: 120**

**Undergraduate Bulletin 2022-2023**

<https://catalog.astate.edu/preview_entity.php?catoid=3&ent_oid=120&returnto=77>

**CURRENT**

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| **College of Liberal Arts and Communication** |
|  |

Return to {$returnto_text} Return to: [Programs by Department](https://catalog.astate.edu/content.php?catoid=3&navoid=77)

*Professor Carl M. Cates, Dean  
Associate Professor Gina Hogue, Associate Dean*

**Mission Statement**

The mission of the College of Liberal Arts and Communication is to provide students and the region with innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

Encompassing the areas of fine arts, humanities, media and communication, and social sciences, the College of Liberal Arts and Communication aims to:

* Provide excellent instruction to all students in the essential skills of oral communication, writing, critical thinking, and appreciation of their cultural heritage through the general education components of degree requirements;
* Create a dynamic transformative education experience to prepare students for their professional careers or further study and their roles as leaders in a global society;
* Promote an understanding and appreciation of diversity in all its various forms and the ways it can contribute to the enrichment of society;
* Expand diversity and global awareness by encouraging the study of languages and participation in international exchange programs;
* Enhance and promote faculty scholarly, creative, and professional development;
* Encourage interdisciplinary programs and collaborative research;
* Facilitate and develop outreach activities to enrich the minds and hearts of pre-collegiate students, alumni, and diverse communities of the Mississippi Delta Region and greater Arkansas.

The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, English, History, Music, Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design and Technology, and Musical  
Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (concentrations in Composition as well as Voice Performance, Jazz Studies, Keyboard Performance, and Instrumental Performance); a Bachelor of Music Education (concentrations in Instrumental and Vocal Music Education); a Bachelor of Science in Creative Media Production  
(emphases in Corporate Media, Graphic Communication, Media Ministry and Sports Media), Digital Technology and Design (emphases in Artificial Intelligence, Cloud Computing and Security Design, Digital Animation, Game Design, Graphic Communications, Information Design, Mobile Application Development, Social Media Management, Software Design and Development, Virtual Reality Production, Web Design, and Web Development), Fashion Merchandising and Marketing, Multimedia Journalism, and Strategic Communication; and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Jazz Studies, Medieval Studies, Religious Studies, Spanish, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides an Associate of Applied Science degree in Law Enforcement and certificates in Android Application Development, Data Visualization and Information Design, Digital Humanities, Game Production and Development, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, Swift Coding, and Virtual Reality Content Design and Filmmaking. It also provides pre-professional advisement for  
law school as part of its Political Science, Philosophy, History, and Criminology majors.

The College of Liberal Arts and Communication grants a full range of masters’ degree (M.A., M.M., M.M.E., M.P.A., and M.S.E.) programs, several Educational Specialist degree (Ed.S.) programs, and an interdisciplinary doctoral degree (Ph.D.) program (Heritage Studies). For further information, see A-State’s Graduate Bulletin.

In addition to its academic programs, the college provides outreach to the community through National Public Radio affiliate KASU, the annual Delta Symposium, exhibitions, plays, concerts, and recitals.

**PROPOSED**

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| **College of Liberal Arts and Communication** |
|  |

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Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (concentrations in Composition as well as Voice Performance, Jazz Studies, Keyboard Performance, and Instrumental Performance); a Bachelor of Music Education (concentrations in Instrumental and Vocal Music Education); a Bachelor of Science in Creative Media Production  
(emphases in Corporate Media, Graphic Communication, Media Ministry and Sports Media), Digital Technology and Design (emphases in Artificial Intelligence, Cloud Computing and Security Design, Digital Animation, Game Design, Graphic Communications, Information Design, Mobile Application Development, Social Media Management, Software Design and Development, Virtual Reality Production, Web Design, and Web Development), Fashion Merchandising and Marketing, Multimedia Journalism, and Strategic Communication; and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Jazz Studies, Medieval Studies, Religious Studies, Spanish, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides an Associate of Applied Science degree in Law Enforcement and certificates in Android Application Development, Data Visualization and Information Design, Digital Humanities, Game Production and Development, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, Swift Coding, and Virtual Reality Content Design and Filmmaking. It also provides pre-professional advisement for  
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**Appendix**

**Permission to use Griffin College of Business courses**

From: Jim Washam <jwasham@astate.edu>

Sent: Friday, 17 February 2023 10:58 AM

To: Temma Balducci

Cc: Wayne Wilkinson

Subject: Re: Business courses

With the removal of MKTG 3193, I’m good with all the business courses being used in the fashion degree.

Thanks,

Jim.

From: Temma Balducci <tbalducci@astate.edu>

Date: Friday, February 17, 2023 at 8:29 AM

To: Jim Washam <jwasham@astate.edu>

Cc: Wayne Wilkinson <wwilkinson@astate.edu>

Subject: Business courses

Hi Jim,

Can you send an email to me with your approval of A + D using the business courses in our

fashion degree?

Thank you!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Temma S. Balducci, Ph.D.

Professor and Chair, Department of Art + Design

Interim Chair, Department of Theatre

Arkansas State University

follow us on Instagram! @astateartdesign @astatetheatre

Art + Design office: 870.972.3050

Theatre office: 870.972.2037

tbalducci@astate.edu