REQUEST FOR PROGRAM CHANGE(S)

University of Central Oklahoma

Please note: All information contained in this form will be reviewed by persons outside of your college. Please use clear and concise language when completing this form.

Name of program-major or minor to be changed: (maximum of 30 spaces)
Existing Name: Fashion Marketing

Proposed Name: (if changing)(maximum of 30 spaces)
*Remember when abbreviating names, this is how they will appear on student's transcripts.
N/A

Proposed Name: (full name of program/major if longer than 30 spaces)
N/A

Is this a: ___ Program ___ Major X Minor ___ Sequence of Courses

Proposed change:
___ Name Change ___ Degree Designation ___ Admission Requirement
X Curriculum Change ___ GPA Requirement ___ Other:

Is this program: X Undergraduate ___ Graduate

Is this a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)
Yes x No If yes, send copy of proposal to the Director of Teacher Education, Dr. Bryan Duke.
CTE Approval (Stamp or initial):

Human Environmental Sciences
Department submitting the proposal

Susan Miller Smiller43@uco.edu X5807
Person to contact with questions email address Ext. number

Approved by:

Department Chair
College Dean
College Curriculum Committee Chair
Academic Affairs Curriculum or Graduate Council

Effective term for this program change (Assigned by Academic Affairs)
1. Does this program change affect other programs or departments?  
   Yes [ ]  No [X]  If yes, provide name(s) of department chair(s) contacted, date(s), and results of discussion(s).

2. Proposed curriculum change(s):  
   (Please include entire major/minor as it exists and as it is proposed. Italicize and bold changes.)

   FROM (Existing Catalog Requirements)  
   TO (Proposed Catalog Requirements)

   Required Courses: ............................................................... .. . 
   15
   FMKT 2113 Fashion Marketing  
   FMKT 2303 Introduction to Textiles  
   FMKT 3243 Fashion Advertising and Promotion  
   FMKT 3453 Clothing Selection  
   FMKT 4583 Fashion Buying and Analysis (remove)
   Fashion Marketing  
   Electives: ............................................................... .. . 
   3
   Suggested Electives:
   FMKT 2323 Global Protocol and Diversity  
   FMKT 3223 Hard Goods Merchandising  
   FMKT 3323 Fashion Accessories  
   FMKT 3233 Decorative Textiles (remove)  
   FMKT 4970 Study Tour (3 hours)

   Proposed Catalog Requirements
   Required Courses: ............................................................... .. . 
   15
   FMKT 2113 Fashion Marketing  
   FMKT 2303 Introduction to Textiles  
   FMKT 3243 Fashion Advertising and Promotion  
   FMKT 3453 Clothing Selection (crs chg)  
   FMKT 4343 Image Building for Job Success (Add)
   Fashion Marketing  
   Electives: ............................................................... .. . 
   3
   Suggested Electives:
   FMKT 2323 Global Protocol and Diversity  
   FMKT 3223 Hard Goods Merchandising  
   FMKT 3323 Fashion Accessories  
   FMKT 3233 Creative Problem Solving (Add)  
   FMKT 4970 Study Tour (3 hours)

3. Degree Designation: (Example, B.A. to B.F.A.)
   Existing Designation: N/A  
   To: N/A

4. Change(s) in Minimum GPA Requirements:
   FROM (Existing Catalog Requirements)  
   TO (Proposed Catalog Requirements)
   N/A

5. Change(s) in Admission Requirements for the Program/Major:
   FROM (Existing Catalog Requirements)  
   TO (Proposed Catalog Requirements)
   N/A

6. Other requested action:
   N/A

7. Will requested change require additional funds?  
   Yes [ ]  No [X]  If yes, please specify the amount of the additional costs, the source of the funds, and how they will be expended over the next three years, including new or re-allocated full or part time faculty/staff.

<table>
<thead>
<tr>
<th>Additional Funds</th>
<th>20</th>
<th>20</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of additional costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source of funds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How funds will be expended</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Academic Affairs Fonn  
May, 2014

Functional review  
(undergraduate proposals only)
8. Please provide a summary of the requested changes. (This is a listing of the changes requested) (This information will be submitted to the OSRHE)

FMKT 4583 Fashion Buying and Analysis is being replaced with FMKT 4343 Image Building for Job Success in “Required Courses” and FMKT 3233 Decorative Textiles is being replaced with FMKT 2233 Creative Problem Solving in the “Electives” in order to accommodate associated course changes and to better align the requirements in the minor with knowledge needed for application in the field.

9. The reason(s) for this change are based on which of the following: (Check all that apply; explain and document in Question #10)

- Specialized Accreditation
- SSCI (Self Study for Continuous Improvement)
- Benchmark (e.g., comparison to peer institutions)
- Assessment Data
- Faculty Knowledge/Discipline Expertise
- Advisory Board/Outside Professional Group
- Other

10. For all items checked in Question #9, please provide a concise, yet comprehensive, statement that explains the reasons for requesting the change including any necessary documentation. (The information provided here will be submitted to the OSRHE)

The Fashion Buying and Analysis course is being changed to FMKT majors only, and the Decorative Textiles course is no longer being offered at this time. The Image Building for Job Success and Creative Problem Solving courses both would prove to be very beneficial to a student minoring in Fashion Marketing.