New York City College of Technology, CUNY

CURRICULUM MODIFICATION PROPOSAL FORM

This form is used for all curriculum modification proposals. See the [Proposal Classification Chart](http://openlab.citytech.cuny.edu/collegecouncil/files/2014/08/2013-10-09-Proposal_Classification_Chart.pdf) for information about what types of modifications are major or minor. Completed proposals should be emailed to the Curriculum Committee chair.

|  |  |
| --- | --- |
| **Title of Proposal** | **CONVERSION OF AAS in FASHION MARKETING**  **TO AS IN THE BUSINESS AND TECHNOLOGY OF FASHION** |
| **Date** | **11/21/2016** |
| **Major or Minor** | **Major** |
| **Proposer’s Name** | **Lucas Bernard** |
| **Department** | **Business** |
| **Date of Departmental Meeting in which proposal was approved** | **09/29/2016** |
| **Department Chair Name** | **Lucas Bernard** |
| **Department Chair Signature and Date** | **[Original Signature Page Available Upon Request]** |
| **Academic Dean Name** | **David Smith** |
| **Academic Dean Signature and Date** | **[Original Signature Page Available Upon Request]** |
| **Brief Description of Proposal**  (Describe the modifications contained within this proposal in a succinct summary. More detailed content will be provided in the proposal body. | **Convert existing AAS in Fashion Marketing into an AS in The Business and Technology of Fashion.** |
| **Brief Rationale for Proposal**  (Provide a concise summary of why this proposed change is important to the department. More detailed content will be provided in the proposal body). | **This change of program is designed to provide a seamless transition into the newly approved (2016) BS of the Business and Technology of Fashion. It is redesigned to be the first two years of the new BS, providing a set of entry-level skills that can be used for direct career placement for those who do not wish to pursue the second half of the baccalaureate degree, yet assuring seamless articulation for those who do.** |
| **Proposal History**  (Please provide history of this proposal: is this a resubmission? An updated version? This may most easily be expressed as a list). | **New proposal.** |

Please include all appropriate documentation as indicated in the Curriculum Modification Checklist.

For each new course, please also complete the New Course Proposal and submit in this document.

Please submit this document as a single .doc or .rtf format. If some documents are unable to be converted to .doc, then please provide all documents archived into a single .zip file.

**ALL PROPOSAL CHECK LIST**

|  |  |
| --- | --- |
| Completed CURRICULUM MODIFICATION FORM including: |  |
| * Brief description of proposal | X |
| * Rationale for proposal | X |
| * Date of department meeting approving the modification | X |
| * Chair’s Signature | X |
| * Dean’s Signature | X |
| Evidence of consultation with affected departments  List of the programs that use this course as required or elective, and courses that use this as a prerequisite. | N/A |
| Documentation of Advisory Commission views (if applicable). | N/A |
| Completed [Chancellor’s Report Form](http://openlab.citytech.cuny.edu/collegecouncil/files/2014/08/2013-10-09-Chancellor_Report_Quick_Reference_Guide1.doc). | X |

**EXISTING PROGRAM MODIFICATION PROPOSALS**

|  |  |
| --- | --- |
| Documentation indicating core curriculum requirements have been met for new programs/options or program changes. | N/A |
| Detailed rationale for each modification (this includes minor modifications) | N/A |

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PROPOSAL

FOR THE CONVERSION OF

ASSOCIATES IN APPLIED SCIENCE (**AAS**):

FASHION MARKETING

TO

ASSOCIATES IN SCIENCE (**AS**):

THE BUSINESS AND TECHNOLOGY OF FASHION

Last Modified:

2016-11-21

*SPONSORED BY*

DEPARTMENT OF BUSINESS

SCHOOL OF PROFESSIONAL STUDIES  
NEW YORK CITY COLLEGE OF TECHNOLOGY

THE CITY UNIVERSITY OF NEW YORK

PROPOSED INITIATION: FALL 2017

DATE OF COLLEGE GOVERNANCE APPROVAL:

**PROGRAM IDENTIFICATION**

COLLEGE New York City College of Technology

of The City University of New York

PROGRAM TITLE The Business and Technology of Fashion

DEGREE Associate in Science

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# RATIONALE

The Department of Business at NYC College of Technology Proposes a CHANGE OF PROGRAM for the existing AAS in Fashion Marketing, which will be converted into an AS in The Business and Technology of Fashion.

This change of program is designed to provide a seamless transition into the newly approved (2016) BS of the Business and Technology of Fashion. It is redesigned to be the first two years of the new BS, providing a set of entry-level skills that can be used for direct career placement for those who do not wish to pursue the second half of the baccalaureate degree, yet assuring seamless articulation for those who do. This thus creates a degree that is valuable both to students who wish to enter a career directly, or for those students who wish to continue their education. The current AAS hinders our students in their attempts to earn the new baccalaureate degree and also does not reflect a newer skill set required within the business world. In addition, supporting two different types of lower level fashion students requires duplication of effort, and the maintenance of different course tracks at the freshman level: this incurs unnecessary time and energy, as well as administrative complexities. This problem is eliminated by creating the proposed alignment, creating better efficiencies and increasing program quality.

The new curriculum places stronger emphasis on current uses of technology within the field, such as E-Commerce, social media and modern productivity tools. The curriculum has been updated to insure that students are familiar with current and predicted industry best-practice. Careful attention has been paid to iterative scaffolding of learning outcomes through multiple course sequences. The better integrated design ensures that students achieve the required learning competencies at the appropriate time in the curriculum.

This degree will also improve transfer opportunities within CUNY, as the General Education Common Core requirements have been increased from 21 to 30 credits, and is therefore compatible with the more traditional academic structure. This allows stronger articulation possibilities with other Business and Fashion schools, such as Baruch College and Fashion Institute of Technology (FIT), which are both desired destinations for our graduates.

# DISCIPLINE COURSE CHANGES

Because of the move from an AAS to an AS, six liberal arts courses (a total of 18 credits) will replace six discipline courses. It also provides greater opportunity for course selection within the discipline fields. The available electives are the set of discipline courses in the associated baccalaureate that are not required, and can reasonably be reached based on prerequisite requirements. The specific course by course changes to the program are listed below in two tables:

|  |  |
| --- | --- |
| AAS Discipline Courses | Disposition |
| ACC 1162 Elements of Accounting **OR** ACC 1101 Principles of Accounting 1 | Remains (required for new degree)\* |
| MKT 1100 Essentials of Marketing | Combined with MKT 1102 to become MKT 1103 Principles of Marketing and Selling |
| MKT 1102 Principles of Selling | “ |
| MKT 1210 Marketing Research | Remains (required for new degree) |
| MKT 1214 Advertising | Remains (required) |
| MKT 1246 Textiles | Recoded BUF 2246 (elective) |
| MKT 1255 Merchandising Planning and Control | Recoded BUF 2255 (elective) |
| MKT 2300 Direct Marketing and Interactive Marketing | (elective) |
| MKT 2327 Entrepreneurship | (elective) |
| MKT 2335 Fashion Merchandising | Recoded BUF 1101 (required) |
| MKT 2401 Fashion Buying | Removed |
| BUS 1122 Business Law | (elective) |
| BUS 2339 Financial Management | Remains (required for new degree) |
| BUS 2425 Business Management | (elective) |

|  |  |
| --- | --- |
| AS Required Discipline Courses | Provenance |
| ACC 1162 Elements of Accounting \*  OR  Either | Existing – required |
| ACC 1101 Principles of Accounting 1\* | Existing – required |
| BUS 2339 Financial Management | Existing – required |
| BUF 1101 Introduction to the Fashion Industry | Was MKT 2335 - required (Writing Intensive) |
| ARTH/HIS 1204 20th Century Dress and Culture | Required New Course: Offered by Humanities or Social Science Departments: *may be taken as a liberal arts requirement (Creative Expression), which will allow an additional discipline elective choice.* |
| MKT 1103 Foundations of Marketing and Sales | Compilation of MKT 1100 and MKT 1102 – required |
| MKT 1210 Marketing Research | Remains – required |
| MKT 1214 Advertising | Remains – required |
| BUF 2400 Product Development in the Fashion Industry | New Course - required |

\***either** ACC 1162 **OR** ACC 1101 – Only ONE (1) Accounting Course

|  |  |
| --- | --- |
| AS Elective Discipline Courses | Provenance |
| BUF 2203 Visual Merchandizing | New Course (Writing Intensive) |
| BUF 2246 Textiles | Recoded; was MKT 1246 |
| BUF 2255 Merchandizing, Planning and Buying | Renamed & Recoded; was MKT 1255 |
| BUF 3100 Trend Forecasting and Social Media | New Course (Writing Intensive) |
| BUF 3300 International Retailing | New Course |
| BUF 3310 Contemporary Designers and Luxury Markets | New Course |
| BUF 3400 E-Commerce and Global Marketing | New Course |
| BUF 3500 Brand Image Marketing | New Course |
| BUS 1122 Business Law | Existing |
| BUS 2341 Financial Forecasting | Existing |
| COMD 3563 Web Traffic and Analytics | Existing (offered by Communication Design) |
| MKT 2300 Direct and Interactive Marketing | Existing |
| MKT 2327 Entrepreneurship | Existing |
| SBS 3201 Gender, Dress, and Society | New Course Offered by Social Science Department (may also be taken to satisfy General Education requirements: Individual and Society) |

# COURSE DESCRIPTIONS

This section lists the courses within the program. Courses that are new are labeled as such, and their course outlines can be found in the Appendix.

## Required Discipline Courses (\*either ACC 1162 OR ACC 1101)

One course in accounting, either ACC 1162 or ACC 1101

**\*ACC 1162 Elements of Accounting 3 cl hrs, 3 cr**

Journals, ledgers and the salient features of the accounting cycle. Preparation and interpretation of financial statements, cash and bank reconciliations. This course is not available to accounting or computer systems technology majors.

**Prerequisite: CUNY proficiency in reading and mathematics**

**\*ACC 1101 Principles of Accounting I 3 cl hrs, 3 lab hrs, 4 cr**

The accounting cycle including journalizing, posting, preparation of trial balance, worksheet, adjusting entries, financial statements, closing entries and preparation of a post-closing trial balance. Special journals, subsidiary ledgers and accounting principles. Special emphasis given to cash, accounts receivable, notes, inventories and plant assets, internal control. For all students in Business Department majors, a grade of C is required to progress into subsequent accounting courses.

**Prerequisite: CUNY proficiency in reading and mathematics**

**ARTH/HIS 1204 20th Century Dress and Culture 3 cl hrs, 3 cr (new course)**

**Creative Expression (Cross listed with Humanities and Social Science)**

A survey of fashion history, from the end of the 19th century to the present. It offers an overview of the many influences that have affected the development of clothing. Studies the effect of an historical period on the clothing of the time through analysis of its economics, politics, religion and culture. Issues affecting the industry are explored through readings, videos, discussions and links to local industry are made through field trips and guest speakers.

**Prerequisite: ENG 1101**

**BUF 1101 Introduction to the Fashion Industry 3 cl hrs, 3 cr (formerly MKT 2335) (Writing Intensive)**

Introduces students to the elements of merchandising in the fashion industry. It encompasses the major segments of fashion merchandising, textile mills, designers, and manufacturers as well as other producers; auxiliary fashion industries, and retailers. The role of technology, and the dynamics of fashion retailing in the age of the Internet, is also emphasized. Students will develop an understanding of how the business of fashion has evolved into the fast-paced multimedia global entity that we witness today. Aspects of 21st century marketing are integral to an understanding of this subject.

**Pre or corequisite: ENG 1101**

**BUS 2339 Financial Management 2 cl hrs, 2 lab hrs, 3 cr**

In-depth analysis of the principles of financial management and their application to decision making in a business firm. Topics include: valuation models, capital budgeting principles and applications, cost of capital, alternative methods of financing business firms, and dividend policy.

**Prerequisite: MAT 1190 or higher or eligibility for MAT 1275 or higher**

**MKT 1103 Foundations of Marketing and Sales 3 cl hrs, 3 cr (new course)**

An introductory survey of today's fast-paced, rapidly changing and interactive global marketing and sales environment. The course introduces contemporary marketing and sales philosophies and practices as they are used for the advertising, selling and distribution of goods through brick and mortar stores, the Internet, World Wide Web and other electronic media. (**(combines MKT1100 & MKT 1102)**

**Prerequisite: CUNY proficiency in reading**

**MKT 1210 Marketing Research 3 cl hrs, 3 cr**

Emphasis on the use of scientific research methods to strengthen marketing effort. Media, sales promotion and product opinion research, industrial and institutional research and elementary statistical applications. Practice in preparing formal and informal research reports.

**Prerequisites: (MKT 1100 and MKT 1102) or MKT 1103; Pre- or corequisite: ENG 1101**

**MKT 1214 Advertising 3 cl hrs, 3 cr**

The impact of communications and socio-economic environment on advertising and sales promotion. The nature of promotion policy, organization of advertising professionals, technical production and analysis of the creative strategies used in today’s global marketing are thoroughly investigated. The student develops a mock advertising campaign.

**Prerequisites: (MKT 1100 and MKT 1102) or MKT 1103 ; Pre- or corequisite: ENG 1101**

**BUF 2400 Product Development in the Fashion Industry 3 cl hrs, 3 cr (new course)**

An introduction to the study of product development from concept to consumer. Students learn how research is conducted in the fashion industry and how it is ultimately reflected in garment design. Trend cycles, consumer behavior, social, political, and economic influences are discussed as influences on trend development.

**Prerequisites: MKT 1210, MKT 1214**

## 

## Elective Discipline Courses

**BUF 2203 Visual Merchandising 3 cl hrs, 3 cr (Writing Intensive) (new course)**

An exploration of visual merchandising through the consideration of the product presentation in retail environments. Explores the theoretical and practical use of in-store environments, lighting, special effects, fixtures and product placement as a form of visual communication intended to convey a specific message about the fashion brand and to influence the consumer.

**Prerequisites BUF 1101, (MKT 1103 OR (MKT 1100 & MKT 1102))**

**BUF 2246 Textiles 2 cl hrs, 2 lab hrs, 3 cr (formerly MKT 1246)**

A survey of today’s complex and consistently transforming fashion and textiles business environment. Various textile types will be evaluated with an emphasis on how these interact with fashion merchandisers, buyers, and retailers. Students acquire basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments necessary to determine quality and to make appropriate fabric choices for contemporary fashion apparel and home furnishings.

**Prerequisites: BUF 1101 (formerly MKT 2335), ARTH / BUF 1204 and CHEM 1000 or higher**

**BUF 2255 Merchandising, Planning, and Buying 3 cl hrs, 3 cr (formerly MKT 1255)**

An overview of modern inventory control systems and sales records. Topics include the retail method of inventory, operating statements, techniques of planning, and methods of figuring mark-ups, markdowns, open-to-buy, and terms of sales.

**Prerequisite: MAT 1190 or higher or eligibility for MAT 1275 or higher and BUF 2203**

**BUF 3100 Trend Forecasting and Social Media 3 cl hrs, 3 cr (Writing Intensive) (new course)**

An overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry.

**Prerequisites: ARTH 1103, BUF 2400**

**BUF 3300 International Retailing 3 cl hrs, 3 cr (new course)**

Key issues affecting international retailing with consideration of the global consumer’s welfare. Provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment

**Prerequisite: MKT 2300 or MKT 2327**

**BUF 3310 Contemporary Designers and Luxury Markets 3 cl hrs, 3 cr (new course)**

Examines the aesthetics of major fashion designers from the 19th to the 21st centuries through lectures and study of museum clothing collections. Students will gain knowledge of historic fashion influences with application to contemporary and future fashion apparel.

**Prerequisites: BUF 3100, SBS 3201**

**BUF 3400 E-Commerce and Global Marketing 2 cl hrs, 2 lab hrs, 3 cr (new course)**

Introduces students to the fundamental concepts of electronic commerce and how to analyze these concepts from both a business and technical standpoint with a particular emphasis on the fashion industry, specifically apparel and textile enterprises. It examines the impact of e-Commerce in the business world, including various alternative approaches to creating e-Commerce solutions. Topics covered include the history of e-Commerce and the development of the World Wide Web, e-Commerce tools and technologies, Internet advertising and marketing strategies and the legal, security and taxation issues critical to the success of any e-Commerce venture. **Prerequisites: MKT 2300, BUF 3100**

**BUF 3500 Brand Image Marketing 3 cl hrs, 3 cr (new course)**

Investigates how to build, measure, and manage a brand. An exploration of visual literacy by considering the symbols and imagery used in formulating fashion brands and line identity. Explores the theoretical and practical use of images as a form of visual communication intended to convey specific messages about brand identity. This course is an attempt to discover how ideas about identity are made, why some brand identities are more clearly understood than others, and how this ultimately affects consumer choice.

**Prerequisites: MKT 2300, SBS 3201**

**BUS 1122 Business Law 3 cl hrs, 3 cr**

Historical background and sources of law as related to business procedures, with particular emphasis on the formation, operation, performance and discharge of contracts. Survey of local and federal courts. **Prerequisite: Prerequisite: CUNY proficiency in reading and writing**

**BUS 2341 Financial Forecasting 2 cl hrs, 2 lab hrs, 3 cr**

This course provides a working knowledge of the principles and techniques needed for financial forecasting, advanced financial management, modeling techniques, and their application to decision-making in a business context. Topics include: capital budgeting principles and applications, international finance, risk management, stock market and hedging techniques and portfolio construction. Financial projects, using MS-Excel or other spreadsheet programs, and centering on issues faced by business professionals, are a core requirement.

**Prerequisite: BUS 2339**

**MKT 2300 Direct and Interactive Marketing 3 cl hrs, 3 cr**

Management of non-personal promotional methods that are designed to secure immediate response by the customer. Topics include the launching of direct marketing programs, market segmentation, developing products and services, lead generation and media with emphasis on direct mail, broadcasting, telemarketing and new electronic technologies.

**Prerequisites: BUF 2400**

**MKT 2327 Entrepreneurship 3 cl hrs, 3 cr**

The student will learn how to adapt established managerial practices to the needs of small business. This will include marketing, finance, human resources, buying and selling and the relationship of these responsibilities in a small business environment. The techniques of entrepreneurial decision-making will be examined in depth. Students will develop a business plan.

**Prerequisites: MKT 1210, MKT 1214**

**SBS 3201 Gender, Dress, and Society 3 cl hrs, 3 cr (new course)**

The study of theories related to appearance, clothing, and fashion and their influences on cultural identities, gender perceptions, and fashion product consumption. Examines contemporary dress from cultures outside and within the United States.

**Prerequisites: (PSY 1101 or SOC 1101 or ANTH 1101) and (for BTF students only) BUF 2246**

# SUNSET DATE

While New York City College of Technology is requesting the permanent change of the AAS in Fashion Marketing (IRP 01340) to an AS in The Business and Technology of Fashion, we recognize that students who are declared AAS majors at the time of the approval of the AS degree should be permitted to graduate from the AAS if they so choose.   We therefore request that a temporary IRP code be established for the AAS degree with a sunset date of September 15, 2020.

**TECHNOLOGICAL EXPECTATIONS & OUTCOMES**

There are no program-level technological expectations, per se. There are course-level technological expectations, e.g., in BUF 2255 students will learn the AIMS 360 Fashion ERP software system. However, these are course-specific and evolving. Thus, we will not specify any particular technology in this program-level description. Outcomes related to these technologies are also course-specific, and therefore relegated to the already approved course outlines of the BTF program. Beyond these, students will develop their skills in the ubiquitous Microsoft Office (Word/PowerPoint/Excel) and myriad social networking/media applications. Again, these are evolving technologies and we do not wish to hard wire any particular software suite into the program. Outcomes related to these is also relegated to the already approved course descriptions found in the BTF program.

**PROPOSED CATALOG DESCRIPTION**

The Business and Technology of Fashion AS program is a 2-year degree designed for the student interested in the dynamics of fashion, both as a business and as an expression of contemporary culture. The study of fashion begins with the fundamentals of business, marketing and merchandising of fashion goods and technical product information. Through the core curriculum the student gains insight into many subjects that help to explain sociological and psychological factors which influence fashion interest and demand in today’s global market. Students in fashion marketing are introduced to buying and management careers in fashion-related manufacturing firms, showrooms, retail stores and electronic commerce. Graduates are employed in business organizations in the United States and Europe as executive or administrative trainees in the growing field of fashion marketing and business management. Some establish and operate their own businesses. Employers of graduates may include well-known and established firms, e.g., Saks, Macy’s, J.C. Penney, ENYCE, the Gap, Bloomingdale’s, Dolce & Gabana, Mary Kay Cosmetics, Victoria’s Secret, and Models.com. Our graduates have a history of success in the industry and many advance to higher executive positions.

Learning Outcomes for the AS in the Business and Technology of Fashion include:

• Identifying and applying general business practices to the specifics of the fashion industry.

• Navigating modern fashion industry electronic resources, including e-commerce and social networking.

• Distinguishing between domestic and international processes, and adapting to inevitable changes in the fashion industry.

• Applying knowledge about the roles and functions of fashion industry sectors in which products are developed, sourced, produced, marketed, sold, and consumed.

# TABLE 1a: UNDERGRADUATE PROGRAM SCHEDULE

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| * Indicate **academic calendar** type: \_X\_Semester \_\_Quarter \_\_Trimester \_\_Other (describe) | | | | | | | | | | | | | | | | |
| **Term: Fall 1** | | | Check course classification(s) | | | | |  | **Term: Spring 1** | | | Check course classification(s) | | | | |
| **Course Number & Title** | | Cr | LAS | Maj | New | | Prerequisite(s) | **Course Number & Title** | | Cr | LAS | | Maj | New | Prerequisite(s) |
| BUF 1101 - Introduction to the Fashion Industry | | 3 |  | X |  | | ENG 1101 (Pre/co) | ARTH/HIS 1204 – 20th Century Dress and Culture (recommended use as flex. core) | | 3 |  | | X |  | ENG 1101 |
| MKT 1103 - Foundations of Marketing and Sales | | 3 |  | X |  | | CUNY Proficiency in Reading | MKT 1210 - Marketing Research | | 3 |  | | X |  | MKT 1100 and MKT 1102, or MKT 1103; Pre- or co-requisite: ENG 1101 |
| Flexible Core 1 – Select one course from the flexible core | | 3 | X |  |  | |  | Flexible Core 2 – select one course from the flexible core (2 of 6) | | 3 | X | |  |  |  |
| ENG 1101 - English Composition 1 | | 3 | X |  |  | | CUNY Proficiency in reading and writing | Life and Physical Science – Select from the approved courses | | 3 | X | |  |  |  |
| MAT 1190 - Quantitative Reasoning (MAT 1190 or higher) | | 3 | X |  |  | | CUNY Proficiency in reading and mathematics | ENG 1121 – English Composition II | | 3 | X | |  |  | ENG 1101 |
|  | |  |  |  |  | |  |  | |  |  | |  |  |  |
| Term credit total: | | 15 | 9 | 6 |  | | | Term credit total: | | 15 | 9 | | 6 |  | |
| **Term: Fall 2** | | | Check course classification(s) | | | | | **Term: Spring 2** | | | Check course classification(s) | | | | |
| **Course Number & Title** | | Cr | LAS | Maj | New | | Prerequisite(s) | **Course Number & Title** | | Cr | LAS | | Maj | New | Prerequisite(s) |
| MKT 1214 - Essentials of Advertising | | 3 |  | X |  | | MKT 1100 & 1102, or MKT 1103 ; Pre- or coreq: ENG 1101 | Business Elective – select one from the list (2 of 2) | | 3 |  | | X |  |  |
| BUS 2339 – Financial Management | | 3 |  | X |  | | MAT 1190 or higher or eligibility for MAT 1275 or higher | ACC 1101 – Principles of Accounting I  **OR**  ACC 1162 – Elements of Accounting | | 3 |  | | X |  | CUNY proficiency in reading & mathematics |
| Business Elective – Select one course from the approved list (1 of 2) | | 3 |  | X |  | |  | BUF 2400 - Product Development in the Fashion Industry | | 3 |  | | X |  | MKT 1210, MKT 1214 |
| Flex Core 3 - Select one course from the flexible core (3 of 6) | | 3 | X |  |  | |  | Flex Core 5 - Select one Writing Intensive course from the flexible core (5 of 6) | | 3 | X | |  |  |  |
| Flex Core 4 - Select one course from the flexible core (4 of 6) | | 3 | X |  |  | |  |  | Flex Core 6 - Select one Writing Intensive course from the flexible core (6 of 6) | | 3 | X | |  |  |  |
|  | |  |  |  |  | |  |  |  | |  |  | |  |  |  |
| Term credit total: | | 15 | 9 | 9=6 |  | | | Term credit total: | | 15 | 6 | | 6 |  | |
|  | | | | | | | | | | | | | | | | |
| **Program Totals:** | **Credits:60** | | | | | **Liberal Arts & Sciences: 30** | | | | **Major: 30** | | | **Elective & Other:** | | | |

# CHANCELLOR REPORT FORM

**AIII.1** **The following revisions are proposed for the AAS. In Fashion Marketing**

**Program:** AAS in Fashion Marketing

**Program Code:** 01340

**Effective:** Fall 2017

|  |  |
| --- | --- |
| **FROM** | **TO** |
| **COURSE DESCRIPTION** **Crs** | **COURSE DESCRIPTION** **Crs** |
| **Requirements for the Degree**  GENERAL EDUCATION COMMON CORE [21 CREDITS]  I – REQUIRED CORE 2 [(3 COURSES, 9 CREDITS)]  English Composition [(1 course 3 credits)]  ENG 1101 English Composition 1 3  Mathematical and Quantitative Reasoning (1 course, 3-4 credits)  MAT 1190 Quantitative Reasoning or higher 3  Life and Physical Sciences (1 course, 3 credits)  Any Approved Course 3  II – FLEXIBLE CORE [(4 COURSES, 12 CREDITS)]  [In addition to the two required course listed below, select  one course each from any two of the other four areas;  no more than two courses may be selected from any discipline. 6]  Individual and Society [(2 Courses 6 Credits)]  [ECON 1401 Microeconomics 3]  [COM 1330 Public Speaking or higher 3]  World Cultures and Global Issues  US Experience in its Diversity  Creative Expression  Scientific World  PROGRAM-SPECIFIC DEGREE REQUIREMENTS [39] CREDITS  REQUIRED COURSES [(13 COURSES, 39 Credits)]  [MKT 1100 Essentials of Marketing 3]  [MKT 1102 Principles of Selling 3]  MKT 1210 Marketing Research 3  MKT 1214 Advertising 3  [MKT 1246 Textiles 3]  [MKT 1255 Merchandising Planning and Control 3]  [MKT 2300 Direct Marketing and Interactive Marketing 3]  [MKT 2327 Entrepreneurship 3]  [MKT 2335 Fashion Merchandising 3]  [MKT 2401 Fashion Buying 3]  [BUS 1122 Business Law 3]  BUS 2339 Financial Management 3  [BUS 2425 Business Management 3]    [TOTAL PROGRAM-SPECIFIC COURSES 39]  [TOTAL NYSED LIBERAL ARTS/SCIENCE CREDITS 21]  **TOTAL CREDITS REQUIRED FOR THE [A.A.S.] 60** | **Requirements for the Degree**  GENERAL EDUCATION COMMON CORE 30 CREDITS  I – REQUIRED CORE 2 (4 COURSES, 12 CREDITS)  English Composition (2 courses 6 credits)  ENG 1101 English Composition I 3  ENG 1121 English Composition II 3  Mathematical and Quantitative Reasoning (1 course, 3-4 credits)  MAT 1190 Quantitative Reasoning or higher 3  Life and Physical Sciences (1 course, 3 credits)  Any Approved Course 3  II – FLEXIBLE CORE (6 COURSES, 18 CREDITS)  Select one course from each of the following areas plus one  additional course from any of the five areas;  no more than two courses may be selected from any discipline. 18  Individual and Society  World Cultures and Global Issues  US Experience in its Diversity  Creative Expression  Scientific World  PROGRAM SPECIFIC DEGREE REQUIREMENTS 30 CREDITS  REQUIRED COURSES (7-8 COURSES, 21-24 Credits)  ACC 1101 Principles of Accounting 1 4  Or  ACC 1162 Elements of Accounting 3  BUF 1101 Introduction to the Fashion Industry 3  BUS 2339 Financial Management 3  ARTH/HIS 1204 20th Century Dress and Culture \* 3  MKT 1103 Foundations of Marketing and Sales 3  MKT 1210 Marketing Research 3  MKT 1214 Advertising 3  BUF 2400 Product Development in the Fashion Industry 3  \*Student may elect to use this course to fulfill general education requirements. If so, then student can take an additional elective course from the list below  ELECTIVE COURSES (2-3 Courses, 6-9 Credits)  From the list below, select courses to bring the total number of program specific courses to equal 60 credits  BUF 2203 Visual Merchandising 3  BUF 2246 Textiles 3  BUF 2255 Merchandising, Planning and Buying 3  BUF 3100 Trend Forecasting and Social Media 3  BUF 3300 International Retailing 3  BUF 3310 Contemporary Designers and Luxury Markets 3  BUF 3400 E-Commerce and Global Marketing 3  BUF 3500 Brand Image Marketing 3  BUS 1122 Business Law 3  BUS 2341 Financial Forecasting 3  MKT 2300 Direct and Interactive Marketing 3  Or  MKT 2327 Entrepreneurship 3  SBS 3201 Gender, Dress, and Society 3  TOTAL PROGRAM SPECIFIC COURSES 30  TOTAL NYSED LIBERAL ARTS/SCIENCE CREDITS 30  **TOTAL CREDITS REQUIRED FOR THE A.S. 60-61** |

Rationale: The proposed Business and Technology of Fashion AS is designed to provide a seamless transition into the newly approved (2016) BS in the Business and Technology of Fashion. The new curriculum places stronger emphasis on current uses of technology within the field, such as Ecommerce, social media and modern productivity tools. The curriculum has been updated to insure that graduates are familiar with current and predicted industry best-practice. It will also improve transfer opportunities within CUNY, as the General Education requirements have been increased from 21 to 30 credits.

Minutes: Department Meeting (taken by Prof. Iraggi)

September 29th, 2016 – 1:00 PM

Attendance: Alyssa Adomaitis, Lucas Bernard, Stanley Carroll, John Dixon, Roy Iraggi, Rachel Raskin, Timothy Reinig, Gerald Singh, Tracie Tung, David Zimmerman, Anne Zissu (J. Cheng absent – sent email indicating that Prof. Bernard has her proxy to vote.)

1 – AS BTF Proposal (Conversion of the existing AAS in Fashion Marketing to an AS in The Business and Technology of Fashion). Prof. Bernard referred to the complete proposal (attached), which had been emailed to the full-time faculty twice. The department was asked to vote on the following proposal:

**The Business Department agrees to approve the CONVERSION of the existing ASSOCIATE IN APPLIED SCIENCE – FASHION MARKETING into an ASSOCIATE IN SCIENCE – THE BUSINESS AND TECHNOLOGY OF FASHION as per the attached proposal.  The proposal mandates and the Business Department agrees that a minimum of one finance course (BUS 2339) AND one accounting course (ACC 1101 or ACC 1162) be part of the new program.**

In FAVOR: \_\_\_12\_\_\_ OPPOSED: \_\_\_0\_\_\_\_ ABSTAIN: \_\_\_\_0\_\_\_\_

2 – Prof. Bernard explained that cooperation with AIR (Institutional Research and Outcomes Assessment) is an obligation of ALL faculty members. Cooperation with the Department Assessment Coordinator, currently Prof. Raskin, and with the Citytech Assessment Director, Dr. Tammie Cumming is mandatory. Additional details to be distributed at a later date.

3 – Prof. Bernard announced that the current Program Leaders are as follows:

Accounting: Prof. Singh

Fashion: Prof. Adomaitis

Marketing: Prof. Dixon.

Program Leaders coordinate textbooks, AIR Data Collection/Coordination, course distribution and number of sections, etc. Program Leaders are granted CUNYfirst Permissions and are responsible for over-tallies, overrides, course substitution, etc. Additional details to be distributed at a later date.

4- Prof. Bernard announced that faculty, NOT the department, is responsible for ensuring that appropriate documentation (PAR/SE, Teaching Portfolio, Etc.) are in the OFSR Files. Specifically: [*http://www.citytech.cuny.edu/fsr/docs/guide\_faculty\_personnel\_process.pdf*](http://www.citytech.cuny.edu/fsr/docs/guide_faculty_personnel_process.pdf)

I.A.3 It is ultimately the responsibility of the candidate to put together the file so that it most accurately and positively reflects the case for an affirmative personnel action.

5- Prof. Bernard announced that the Criteria for Promotion/Reappointment includes evidence of ALL of the following:

Teaching

Service to the college/university

Scholarship

6 – Publications: Prof. Bernard explained what constitutes a publication for the purposes of promotion and reappointment. He passed around two examples, including a book and a journal. Specifically, he emphasized that while there are many forms of evidence of “scholarship, there must be at least some Peer-Reviewed Journal Articles or Book/Book Chapters. Therefore, on behalf of the Business Department’s Committee on Reappointment and Promotion:

**The Reappointments & Promotions Committee of the Business Department will NOT approve anyone for promotion and/or reappointment beyond the 3rd year without evidence of peer-reviewed publication, i.e., journal article or book chapter.  Physical evidence must be presented to the committee.  Books must have an ISBN and journal articles must be physically present.  No proposals, letters, emails, conference programs/transcripts/proceeding/etc., reviews, media participation, etc., etc. will be accepted as a substitute.  While all of the previously listed items are good things, by the end of the 3rd year, there should be at least one peer-reviewed publication or book/book chapter for reappointment.  Further, normal promotion at year 7 requires exemplary performance beyond the minimums needed for reappointment. Early promotion requires even more performance (and appropriate evidence as outlined above) *beyond* what is required for normal promotion at year 7.**

7- Prof. Bernard announced that Observations for ALL Full Time Faculty & Adjunct Faculty would be taking place. ALL full-time faculty must participate in the observations. Details will be forthcoming. ALL adjuncts must be observed.

8- Prof. Bernard announced a NEW SET Distribution Procedure: effective immediately, faculty will receive their Student Evaluation of Teaching (SET) results via an email message generated by CIS. The email contained a unique link for faculty to securely view and save SET results.  CIS has indicated that **the link will expire within 30 days of their sending the initial email message** to faculty (which means within a few days of this email). **If faculty DO NOT retrieve their report through the link sent by CIS, they will need to fill out a long and complex form to request copies.  This form is NOT yet available and will be provided later. Elizabeth is unable to provide assistance at this time**. The AIR office and CIS will not have additional copies. Student Evaluation of Teaching results will be sent to the Executive Director for the Office of Faculty and Staff Relations, the Provost August, and to Dean Smith.  For additional information, please contact the Office of Assessment and Institutional Research [AIR@citytech.cuny.edu](mailto:AIR@citytech.cuny.edu)

9- Prof. Bernard announce that there is very little money for Travel Expenses and that he will only approve one (1) trip per semester. Further, it is unlikely that more than $600 will be approved by the committees that decide the amounts (NOT Prof. Bernard).

10- Prof. Bernard explained that Keys should be picked up promptly. If not, they will be returned to B&G

11- Good and Welfare

New Publications from Prof. Zissu and Prof. Raskin:

Raskin, R. “**Shift to Single Sales Factor and Market-Based Sourcing for Service Revenue - How Much State Tax Does Your Client Really Owe?”** *Journal of the CPA Practitioner*. (Forthcoming)

Ortiz, C, Stone, C., and Zissu, A. “**Reverse Engineering of Prepayment Functions and the Potential Applications for MSRs and IOs Valuation**” *Journal of Structured Finance*. (Forthcoming)

12- ASAP (Yelena Bondar) presented their program in detail. (SEE ATTACHED)

* Any Program Leaders that wish to participate in the Spring 2017 Pilot Program with the Accounting AAS Program pilot must submit a 4 – 5 – 6 Semester sequence to the ASAP program for their major before the ASAP deadline (No later than the end of October).

13 - Meeting Adjourned

