



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM DEGREE:	B.S.
CURRENT PROGRAM MAJOR/MINOR:	Fashion Studies & Retail Management
CURRENT SPECIALIZATION:	N/A
CIP CODE:	19.0905
UNIVERSITY DEPARTMENT:	School of Health & Consumer Sciences
BANNER DEPARTMENT CODE:	SHCS
UNIVERSITY COLLEGE:	Education & Human Sciences
BANNER COLLEGE CODE:	3H

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Dennis D. Hedge	10/27/2023
Vice President of Academic Affairs or President of the University	Date

1. This modification addresses a change in:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input type="checkbox"/> Total credits required for program |
| <input type="checkbox"/> Program name | <input type="checkbox"/> Existing specialization |
| <input type="checkbox"/> CIP Code | <input type="checkbox"/> Other (explain below) |
| <input type="checkbox"/> Modification requiring Board of Regents approval
<i>Must have prior approval from Executive Director or designee</i> | |

2. Effective date of change: 2024-2025 Academic Year

3. Program Degree Level:

Associate Bachelor's Master's Doctoral

4. Category:

Certificate Specialization Minor Major

5. If a name change is proposed, the change will occur:

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)
- Proposed new name:

6. Is the program being modified associated with a current articulation agreement?

Yes No

- a. **If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain:**

7. Primary Aspects of the Modification:

Existing Curriculum

Proposed Curriculum (*highlight changes*)

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
System General Education Requirements			30	System General Education Requirements			30
System General Education Requirements - Electives			6	System General Education Requirements - Electives			21
						SGR #1	3
						SGR #1	3
						SGR #2	3
						SGR #3	3
						SGR #5	3
		SGR #6	3			SGR #6	3
		SGR #6	3			SGR #6	3
System General Education Requirements - Required			24	System General Education Requirements - Required			9
ENGL	101	Composition I (SGR #1)	3	ENGL	101	Composition I (SGR #1)	3
ENGL	201	Composition II (SGR #1)	3	ENGL	201	Composition II (SGR #1)	3
CMST	101	Fundamentals of Communication (SGR #2)	3	CMST	101	Fundamentals of Communication (SGR #2)	3
PSYC	101	General Psychology (3) (SGR #3)	3	PSYC	101	General Psychology (3) (SGR #3)	3
OR				OR			
SOC	100	Introduction to Sociology (3) (SGR #3)	3	SOC	100	Introduction to Sociology (3) (SGR #3)	
ECON	201	Principles of Microeconomics (SGR #3)	3	ECON	201	Principles of Microeconomics (SGR #3)	3
OR				OR			
ECON	202	Principles of Macroeconomics (SGR #3)	3	ECON	202	Principles of Macroeconomics (SGR #3)	3
HIST	121	Western Civilization I (3) (SGR #4)	3	HIST	121	Western Civilization I (3) (SGR #4)	3
OR				OR			
HIST	122	Western Civilization II (3) (SGR #4)	3	HIST	122	Western Civilization II (3) (SGR #4)	3
ARTH	100	Art Appreciation (SGR #4)	3	ARTH	100	Art Appreciation (SGR #4)	3
MATH	103	Mathematical Reasoning (SGR #5)	3	MATH	103	Mathematical Reasoning (SGR #5)	3
OR				OR			
MATH	114	College Algebra (SGR #5)	3	MATH	114	College Algebra (SGR #5)	
EHS College Requirements			4	EHS College Requirements			4
EHS	119	EHS Seminar	2	EHS	119	EHS Seminar	2
EHS	319	Life, Love, and Money	2	EHS	319	Life, Love, and Money	2
Major Requirements			68	Major Requirements			71
ACCT	210	Principles of Accounting I	3	ACCT	210	Principles of Accounting I	3
				ADV	314	Digital Promotions (3)	3
				OR			
				MCOM	219	Social Media Strategies (3)	
BADM	334	Small Business Management	3	BADM	334	Small Business Management	3
OR				OR			
BADM	360	Organization and Management	3	BADM	360	Organization and Management	3
CA	230	Consumer Behavior	3	CA	230	Consumer Behavior	3
CA	430	Consumer Decision Making	3	CA	430	Consumer Decision Making	3
CS	282	Customer Service	3	CS	282	Customer Service	3
CS	377	Professional Documents	1	CS	377	Professional Documents	1
CS	381	Professional Behavior at Work	3	CS	381	Professional Behavior at Work	3
FSRM	172	Introduction to Apparel Merchandising	2	FSRM	172	Introduction to Apparel Merchandising	2
FSRM	231	Ready-to-Wear Analysis	2	FSRM	231	Ready-to-Wear Analysis	2
FSRM	231L	Ready-to-Wear Analysis Lab	1	FSRM	231L	Ready-to-Wear Analysis Lab	1
FSRM	242	Textiles I	2	FSRM	242	Textiles I	2
FSRM	242L	Textiles I Lab	1	FSRM	242L	Textiles I Lab	1
FSRM	253	Socio-Psychological Aspects of Dress	3	FSRM	253	Socio-Psychological Aspects of Dress	3
FSRM	274	Fashion Promotion	2	FSRM	274	Fashion Promotion	2
FSRM	274L	Fashion Promotion Lab	1	FSRM	274L	Fashion Promotion Lab	1
FSRM	315	Apparel Design	2	FSRM	315	Apparel Design	2
FSRM	315L	Apparel Design Lab	1	FSRM	315L	Apparel Design Lab	1
FSRM	352	History of Dress in the Western World	3	FSRM	352	History of Dress in the Western World	3
FSRM	361	Aesthetics	3	FSRM	361	Aesthetics	3
FSRM	372	Trending and Buying	3	FSRM	372	Trending and Buying	3

Existing Curriculum

Proposed Curriculum (highlight changes)

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
FSRM	462	Retail Management	3	FSRM	462	Retail Management	3
FSRM	472	Merchandising	2	FSRM	472	Merchandising	2
FSRM	472L	Merchandising Lab	1	FSRM	472L	Merchandising Lab	1
FSRM	473	Global Sourcing	2	FSRM	473	Global Sourcing	2
FSRM	473L	Global Sourcing Lab	1	FSRM	473L	Global Sourcing Lab	1
FSRM	477	Current Issues in the Workplace	1	FSRM	477	Current Issues in the Workplace	1
FSRM	480	Travel Studies	1	FSRM	480	Travel Studies	1
FSRM	490	Seminar	3	FSRM	490	Seminar	3
FSRM	495	Practicum	3	FSRM	495	Practicum	3
LDR	210	Foundations of Leadership	3	LDR	210	Foundations of Leadership	3
LDR	435	Organizational Leadership and Team Development	3	LDR	435	Organizational Leadership and Team Development	3
Electives			18	Electives			15
Summary of Credits Fashion Studies & Retail Merchandising (B.S.)							
System General Education Requirements			30	System General Education Requirements			30
EHS College Requirements			4	EHS College Requirements			4
Major Requirements			68	Major Requirements			71
Electives			18	Electives			15
Total number of hours required for major			96	Total number of hours required for major			84
Total number of hours required for degree			120	Total number of hours required for degree			120

8. Explanation of the Change:

The School of Health and Consumer Sciences reviewed the Fashion Studies and Retail Merchandising major. The following changes are requested:

- Removed specific course selection from SGR #1 (ENGL 101 and ENGL 201), SGR #2 (CMST 101), SGR #3 (PSYC 101 or SOC 100), and SGR #5 (MATH 103 or MATH 114) to allow students more flexibility in meeting their system General Education requirements. The required SGR courses for SGR #3 (ECON 201 or ECON 202) and SGR #4 (HIST 121 or HIST 122 and ARTH 100) are maintained as they contain key concepts for the program major.
- Added the requirement for students to complete either ADV 314 Digital Promotions (3 cr.) or MCOM 219 Social Media Strategies (3 cr.). A recent Institutional Program Review revealed an emerging trend in career choices related to social media marketing which corresponds with current practices in the industry.