

UNIVERSITY OF RHODE ISLAND

The Graduate School

Curricular Report from the Graduate Council to the Faculty Senate

Report No. 2004-2005-6A

Post Baccalaureate Certificate in Fashion Merchandising

At Meeting No. 401 held on 4 March, 2005 the Graduate Council approved the following proposal that is now submitted to the Faculty Senate.

SECTION I

BACKGROUND INFORMATION

ABSTRACT

The Graduate Council approved a proposal from the Department of Textiles, Fashion Merchandising and Design (TMD) of the College of Human Science and Services for a Post-baccalaureate Certificate Program in Fashion Merchandising. The program is intended for professionals who would benefit from training beyond the bachelor's degree, but who are reluctant to make the commitment required by a full Master's degree program such as that offered by the TMD Department. The program will be made up entirely of existing courses that are offered by current members of the faculty.

BACKGROUND

The program requires completion of a minimum of 12 graduate credits and is designed to meet the need for professional development by providing students with a fundamental understanding of fashion merchandising. By insuring that appropriate prerequisites are met, the program will be able to enroll both students who possess a bachelor's degree in a field other than fashion merchandising, and those who have earned bachelor's degrees in the textiles and apparel field and who wish further training. It is anticipated that some students will apply to the Master's degree program upon completion of the requirements for the post-baccalaureate certificate.

The proposal was reviewed under the process established by the Faculty Senate in which the Graduate Council serves as the Coordinating and Review Committee. Announcements of the receipt of the proposal were sent to the Provost and the Council of Deans, the Budget Office, and Department Chairs and Directors. Recommendations were sought from each of these. The Budget Office reviewed the proposal with the understanding that no additional budgetary resources would be required for its implementation. The Council of Deans unanimously and enthusiastically endorsed the program. Comments remain on file in the Graduate School.

SECTION II

RECOMMENDATION

The Graduate Council approved the proposal for the Post-baccalaureate Certificate Program in Fashion Merchandising at its meeting number 401 on 4 March 2005, and forwards it to the Faculty Senate with a recommendation for approval in a category for programs of merit that require no new funding resources.

University of Rhode Island

Kingston, Rhode Island

**A Proposal for a
Post Baccalaureate Certificate in Fashion Merchandising**

A. Program Information

1. Administrative Unit:

Textiles, Fashion Merchandising and Design

2. Title of proposed program:

Post Baccalaureate Certificate in Fashion Merchandising

3. Intended date of implementation:

Fall 2005

4. Anticipated date of granting first certificate:

May 2006

5. Intended location of program:

Kingston

6. Description of the program

a. Rationale:

Changing environment and workforce needs have challenged universities to respond to college graduates who need to continuously acquire new knowledge and more complex skills to remain not just employable but also competitive in today's economy. However, students often are reluctant to make the commitment required by a full-fledged Master's degree program such as the one currently offered by the TMD Department. At the same time, the completion of non-degree coursework provides students with little recognition and, consequently, fewer incentives to pursue post-graduate education; therefore, students need more practical programs that could be obtained within one year. A Post Baccalaureate Certificate not only develops and supports a highly skilled labor force but can attract and sustain industries that depend on such a labor force.

This program is designed to provide students with a fundamental understanding of fashion merchandising. Two potential groups of students are targeted. The first group is students who possess a bachelor's degree from an accredited institution of higher learning in a field other than fashion merchandising and who, at the time of application, do not seek admission to the M.S. degree program or, at the time of application, seek to explore these fields of study with the option to later apply for admission to the M.S. degree program. The second group is students who have earned bachelor's degrees in the textiles and apparel field and wish to further their education by taking 400-level fashion merchandising courses. This group could include graduates of our own baccalaureate programs (Textiles, Fashion Merchandising and Design and Textile Marketing).

b. Workforce or professional development need:

We anticipate that the Post Baccalaureate Certificate in Fashion Merchandising will serve the needs of professionals preparing to meet business needs for fashion merchandising professionals. This program is designed to provide these individuals with the fundamental background relevant for positions in fashion merchandising.

c. Existing graduate curriculum:

All courses in the Post Baccalaureate Certificate program are currently offered by the Textiles, Fashion Merchandising and Design (TMD)

Department. The expertise and personnel to teach these courses are available within the current faculty.

d. Other potential benefits:

We expect that some students will apply to the Master's degree program subsequent to their completion of this Certificate. This program also can invite new audiences who have degrees in a different area but are seeking careers in fashion merchandising. In addition, this program may provide opportunities for those engaged in full-time graduate study in another field to explore interdisciplinary linkages.

e. Admissions requirements:

Admission to the Certificate program is similar to the existing Master of Science program. However, the GRE is not required for students who have earned a 3.0 GPA or higher in undergraduate coursework. Applicants who do not meet this requirement should earn a combined score of 900 or above on the verbal and quantitative sections of the GRE.

f. Completion requirements:

Pre-requisites for the 400-level courses include TMD 232 Fashion Retailing, 303 Textile Science, 313 Textile Science Laboratory, and 332 Fashion Merchandise Buying (10 credits). Students will be required to successfully complete a minimum of twelve graduate level credits. Students may choose from a list of six courses, one of which earns 1-2 credits. The total number of courses needed for completion will be four to five courses, depending on whether or not the 1-2 credit seminar is included.

Students will be required to successfully complete the graduate level elective courses (12 credits) with an average grade of B (overall 3.00 GPA) or above. A maximum of three credits of graduate-level coursework from another institution will be accepted for transfer credit.

g. Faculty:

Courses offered for the Certificate program will be taught by the same faculty who normally teach these courses.

h. Delivery format:

Initially traditional, although the TMD Department expects to explore the efficacy of alternative delivery formats in the future.

i. Monitoring of student progress:

The specific program of study pursued by individual students will be geared to meet the student's individual needs and interests, as determined by the student in consultation with the Graduate Program Chair and/or participating faculty. The student's progress toward the completion of that program of study will be evaluated, and the student will be advised accordingly.

j. Administration of program:

The Post Baccalaureate Certificate will be administered in the TMD department. The increased administrative responsibilities will be assumed by the person appointed to coordinate the program.

k. Assessment and Evaluation of Program Outcomes:

Program outcomes will be evaluated on the basis of application and completion rates and by successful employment in the field of fashion merchandising. In addition, the program coordinator will conduct exit interviews and follow-up surveys with students and employers.

Targeted outcomes include (1) student progression and achievement, (2) development of program relevance and satisfaction, (3) expansion of student and faculty scholarship, and (4) provision of needed service to the industry.

7. Time Frame of Program Initiation and Approval Process:

oval Date

Appr

Departments/Programs/Colleges 2004	November,
Certificate Program Development Panel (CPD) 2004	December,
Graduate Council (New Program Review Committee) 2004	March,
Faculty Senate President of the University	

8. Additional Considerations

Transfer to the M.S. Degree Program:

The Post Baccalaureate Certificate may exist as a complete subset of a graduate curriculum and as such may create opportunities for participants to move from the Certificate program to the graduate program upon completion of the Certificate provided they meet all applicable admissions criteria.

Course List

Elective Courses (select a minimum of twelve credits)

TMD 402	Seminar in Textiles and Clothing (1-2)
TMD 424	Fashion Theory and Analysis (3)
TMD 432	Fashion Merchandising Operations Control (3)
TMD 433	Textile Markets (3)
TMD 442	Fashion Promotion (3)
TMD 452	Consumer Behavior in Fashion Retailing (3)

Schedule of course offerings

TMD 402 Ð Spring

TMD 424 Ð Spring

TMD 432 Ð Fall

TMD 433 Ð Fall and Spring

TMD 442 Ð Spring

TMD 452 Ð Fall

Addendum I

Budget Format

There are no additional costs anticipated for this program. The facilities and equipment in the college will be used. Faculty compensation for teaching courses is considered as a part of the faculty member's course load.

Addendum II

Draft of a Sample Post-Baccalaureate Certificate in Fashion Merchandising

Fall semester:

Elective courses

TMD 432 Fashion Merchandising Operations Control (3)

TMD 452 Consumer Behavior in Fashion Retailing (3)

Total 6 Credits

Spring semester:

Elective Courses

TMD 424 Fashion Theory and Analysis (3)

TMD 442 Fashion Promotion (3)

Total 6 Credits