

KINGSBOROUGH COMMUNITY COLLEGE  
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: BUSINESS

Date: 8/25/17

Title Of Course Or Degree: RETAIL MERCHANDISING

Change(s) Initiated: (Please check)

- |   |  |
|---|--|
| <input type="checkbox"/> Closing of Degree        | <input checked="" type="checkbox"/> Change in Degree or Certificate Requirements |
| <input type="checkbox"/> Closing of Certificate   | <input type="checkbox"/> Change in Degree Requirements (adding concentration)    |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Pre/Co-Requisite                              |
| <input type="checkbox"/> New Degree Proposal      | <input type="checkbox"/> Change in Course Designation                            |
| <input type="checkbox"/> New Course               | <input type="checkbox"/> Change in Course Description                            |
| <input type="checkbox"/> New 82 Course            | <input type="checkbox"/> Change in Course Title, Numbers Credit and/or Hour      |
| <input type="checkbox"/> Deletion of Course       | <input type="checkbox"/> Change in Academic Policy                               |
|   | <input type="checkbox"/> Pathways Submission:                                    |
|   | <input type="checkbox"/> Life and Physical Science                               |
|   | <input type="checkbox"/> Math and Quantitative Reasoning                         |
|   | <input type="checkbox"/> A. World Cultures and Global Issues                     |
|   | <input type="checkbox"/> B. U.S. Experience in its Diversity                     |
|   | <input type="checkbox"/> C. Creative Expression                                  |
|   | <input type="checkbox"/> D. Individual and Society                               |
|   | <input type="checkbox"/> E. Scientific World                                     |

Other (please describe): Deletion of Concentration(s); Degree name change

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: 8/25/17 Signature, Committee Chairperson: *Jacqueline Santos*

I have reviewed the attached material/proposal

Signature, Department Chairperson: *M Y*

**MEMORANDUM**

**TO:** Jeffrey Lax, Chair, Department of Business  
**FROM:** Jacqueline Scerbinski, Director, Retail Management Program  
**RE:** Change of AAS Degree in Retail Management  
**DATE:** September 1, 2017

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After consulting with members of our fashion advisory board<sup>1</sup>, analyzing types of entry level positions in the fashion industry, reviewing suggestions from our 2015 Program Review<sup>2</sup>, reviewing our enrollment patterns<sup>3</sup>, and monitoring other colleges with fashion degrees, we propose to transform the “Retail Merchandising” AAS degree into “The Business of Fashion” AAS degree to better meet the needs of employers in the fashion industry and its related areas seeking entry-level employees.

These changes reflect a shift in the job market from retailing to fashion businesses with a focus on keeping the fashion program competitive and relevant to today's students and provide them with real-world skills to move into the work world.<sup>4</sup>

This change will also keep us competitive with the other colleges who have already taken this direction (including the Fashion Institute of Technology-FIT, Laboratory Institute of Merchandising-LIM, New York City Technology, Montclair State College, and the New School).

The main thrust in this transformation is a simplification of our current two-concentration offering into one degree—taking into consideration the large reduction of retail and traditional

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<sup>1</sup> Current Advisory Board includes: Diane Citron (Sales Rep, Cover Me, USA), Jay Entner (Owner, Jay Leslie), Cecilia Mirella Olivia (Sales Director, Fashion Snoops), Jim Perrone (Owner, JJ Perrone), Barbara Resillo (Owner, DML Marketing Group), Penny Rosenberger (Owner, Merchandise Network), and Karen Spitz (Owner, Licensing Link).

<sup>2</sup> Recommendations from the outside evaluator (Dean Michael Londrigan of LIM) included strengthening the fashion offerings, adding Photoshop technology, and including more fashion industry databases such as forecasting reports.

<sup>3</sup> Data provided by KCC's Institutional Research indicates that enrollment in Retail Merchandising has declined approximately 30% over the past five years. This may be due, in part, to students enrolling in other competitive programs—a trend we seek to ameliorate with the suggested changes.

<sup>4</sup> In the past few semesters, surveys of our students show a job placement rate of 87.5% acquiring jobs in such areas as fashion stylist, cosmetic merchandiser, showroom sales (Ralph Lauren and Danny & Nicole), assistant buyer, and assistant fashion forecaster.

marketing jobs that no longer support the need for this concentration. When completed, there will be NO concentrations. The Business of Fashion AAS will require 13 courses within the Department of Business in addition to college requirements.

Summary of the proposed changes to the AAS in Retail Merchandising. (Number in brackets following each change indicates transmittal form)

1. Change the AAS name from “Retail Merchandising” to “The Business of Fashion” [1]
2. In Flexible core, add to Group D “Recommended - ECO 1200 Macroeconomics”
3. Delete the Fashion Merchandising concentration and move the courses to DEPARTMENT REQUIREMENTS. [1]
4. Delete Marketing Management Concentration entirely. [1]
5. Add to department requirements: BF 1900 - Fashion Forecasting (New Course) and FD 1300 Computerized Fashion Design (existing course) [1]
6. Create a new course – BF 1900 Fashion Forecasting. [2]
7. Delete these courses from degree requirements (and remove those marked with \* from the KCC catalog): [5]
  - a. FM 3700-Fashion Merchandising\*
  - b. RM 3000-Consumer Behavior\*
  - c. HE1400-Critical Issues in Personal Health
8. Change designation of all FM and RM courses to BF (Business of Fashion) in the degree and KCC catalog. [4]
9. Change any affected pre- and co-reqs. Specifically,
  - a. Change pre-req for BF 3200 to “None”
  - b. Change pre-req for BF 3500 to “RM 3100 or BF 3100.”
  - c. Change pre-req for BF 3900 to “BF 1900.”
  - d. Change note for BF 9229 to “For Business of Fashion majors only.”[3]
10. Adjust the program learning objectives (PLO’s) appropriately (as listed in the degree changes).
11. Change pre-reqs in FD courses from “Retail Merchandising” to “Business of Fashion” to match new designation.
12. To allow current students to complete the existing concentrations, we are requesting that a “sunset” date be established of Fall 2021, but that no new students be admitted to the Marketing Management concentration immediately. Once the new degree is in place, the Fashion Merchandising concentration can be closed as well.

I have included all necessary paperwork, namely, separate transmittal forms for the various requests, a course proposal for BF 1900, and the noted degree changes. With your approval, please forward this to the Provost’s office for inclusion in the Fall agenda of the Curriculum Committee.

## PROPOSED CHANGES TO AAS in RETAIL MERCHANDISING:

The main thrust of this change is to simplify the program by removing the two concentrations, creating one Fashion Merchandising path. In addition, a name change for the degree and course designations requires some other alterations.

1. Change Degree NAME to "The Business of Fashion"
2. In Flexible core, add to Group D "Recommended – ECO 1200 Macroeconomics"
3. Delete Fashion Merchandising Concentration and move courses to DEGREE REQUIREMENTS.
4. Delete Marketing Management Concentration entirely.
5. Add to dept requirements: BF 1900 - Fashion Forecasting (new course)
6. Add to dept requirements: FD 1300 - Computerized Fashion Design (existing course)
7. Delete courses from degree requirements:
  - a. FM 3700 - Fashion Merchandising \*
  - b. RM 3000 – Consumer Behavior \*
  - c. HE 1400 – Critical Issues in Personal Health
8. Change all current FM and RM course designations to BF in the degree and catalog.
9. Adjust all pre-reqs accordingly, specifically
  - a. Change pre-req for BF 3200 to "None"
  - b. Change pre-req for BF 3500 to "RM 3100 or BF 3100."
  - c. Change pre-req for BF 3900 to "BF 1900."
  - d. Change note for BF 9229 to "For Business of Fashion majors only."
10. Change course title for BF 9229 from "Field Experience in Retail Merchandising" to "Field Experience in the Business of Fashion."
11. Change pre-reqs in FD courses from "Retail Merchandising" to "Business of Fashion" to match new designation.
12. Adjust the Program Learning Objectives appropriately (as listed below).

\*Also, remove these two courses from department listing in catalog. When completed, there will be NO concentrations. The Business of Fashion AAS will require 13 courses within the Department of Business in addition to College requirements.

**A.A.S. RETAIL MERCHANDISING - THE BUSINESS OF FASHION****CURRENT**

Department: Business

Total credits: 60

**COLLEGE REQUIREMENTS:** Successful completion of the CUNY Skills Assessment tests in Reading, Writing, and Math with passing examination scores, unless otherwise exempt; or developmental courses may be required.

**CIVIC ENGAGEMENT EXPERIENCES:** Two (2) Civic Engagement experiences satisfied by Civic Engagement Certified or Civic Engagement Component courses or approved outside activity.

**WRITING INTENSIVE REQUIREMENT:** One (1) Writing Intensive course in any discipline is required. Participation in a Learning Community that includes ENG 1200 or 2400 also satisfies this requirement.

**CUNY CORE****REQUIRED CORE: (4 Courses, 12 Credits)**

When Required Core courses are specified for a category, they are strongly suggested and/or required for the major.

ENG 1200 - English Composition I	3
ENG 2400 - English Composition II	3
Mathematical and Quantitative Reasoning ±	3
Life and Physical Sciences ±	3

**FLEXIBLE CORE: (3 Courses, 9 Credits)**

When Flexible Core Courses are specified for a category, they are strongly suggested and/or required for the major. Select one (1) course from three (3) Groups A to E for a total of nine (9) credits. Each course must be in a different discipline.

- A. World Cultures & Global Issues
- B. U.S. Experience in its Diversity
- C. Creative Expression
- D. Individual & Society – Recommended: ECO 1200 - Macroeconomics
- ± E. Scientific World

**DEGREE REQUIREMENTS: (913 Courses, 2539 Credits)**

BA 1100 - Fundamentals of Business	3	
BA 1200 - Business Law I	3	
BA 1400 - Principles of Marketing	3	
BA 6000 - Introduction to Computer Concepts	3	
RMBF 3100 - Elements of Marketing Management	3	
RMBF 3300 - Salesmanship	3	
RMBF 3400 - Merchandising, Planning, and Control	3	
RMBF 9229 – Field Experience in Retail Merchandising The Business of Fashion		3
<del>HE 1400 – Critical Issues in Personal Health</del>	<del>1</del>	

**FASHION MERCHANDISING: (4 Courses, 12 Credits)**

BF 1900 – Fashion Forecasting	3
FMBF 3200 - Product Development	3
FMBF 3500 - Textile and Non-Textile Analysis	3
<del>FM 3700 – Fashion Merchandising</del>	<del>3</del>
FMBF 3900 - Fashion Sales Promotion	3

**MARKETING MANAGEMENT: (3 Courses, 10 Credits)**

<del>ACC 1100 – Fundamentals of Accounting I</del>	<del>4</del>
<del>BA 5200 – Advertising: Theory and Practice</del>	<del>3</del>
FD 1300 – Computerized Fashion Design	3
<del>RM 3000 – Consumer Behavior</del>	<del>3</del>

**ELECTIVES:** None 2-4 credits sufficient to meet required total of 60 credits.

± Note: You may elect to take a math or science course that is 4 credits or more. TAP counts 3 credits towards the requirement and the 4th credit as elective.

**Learning Outcomes:**

Upon successful completion of the ~~Retail Merchandising~~ **Business of Fashion** degree program requirements, graduates will:

1. demonstrate a level of mathematical and computer skills appropriate for employment in the ~~retail~~ **fashion industry to include using Excel and Photoshop.**
2. evaluate ~~and select~~ marketing and ~~retailing~~ **merchandising** strategies
3. ~~apply basic accounting theory and practice to a service or retail setting~~ **identify short and long-term trends for the development of new products and overall themes for the fashion industry**
4. ~~explain~~ identify the impact, roles, skills, responsibilities, and accountability of supervisors in managing an organization
5. ~~understand~~ explain the basic theory and practice of ~~retail management and~~ merchandising
6. apply principles of retail buying to plan, select and control merchandise

**A.A.S. THE BUSINESS OF FASHION****PROPOSED**

Department: Business

Total credits: 60

**COLLEGE REQUIREMENTS:** Successful completion of the CUNY Skills Assessment tests in Reading, Writing, and Math with passing examination scores, unless otherwise exempt, or developmental courses may be required.

**CIVIC ENGAGEMENT EXPERIENCES:** Two (2) Civic Engagement experiences satisfied by Civic Engagement Certified or Civic Engagement Component courses or approved outside activity.

**WRITING INTENSIVE REQUIREMENT:** One (1) Writing Intensive course in any discipline is required. Participation in a Learning Community that includes ENG 1200 or 2400 also satisfies this requirement.

**CUNY CORE****REQUIRED CORE: (4 Courses, 12 Credits)**

When Required Core courses are specified for a category, they are strongly suggested and/or required for the major.

ENG 1200 - English Composition I	3
ENG 2400 - English Composition II	3
Mathematical and Quantitative Reasoning ±	3
Life and Physical Sciences ±	3

**FLEXIBLE CORE: (3 Courses, 9 Credits)**

When Flexible Core Courses are specified for a category, they are strongly suggested and/or required for the major. Select one (1) course from three (3) Groups A to E for a total of nine (9) credits. Each course must be in a different discipline.

- A. World Cultures & Global Issues
- B. U.S. Experience in its Diversity
- C. Creative Expression
- D. Individual & Society -- Recommended: ECO 1200 - Macroeconomics
- ± E. Scientific World

**DEGREE REQUIREMENTS: (13 Courses, 39 Credits)**

BA 1100 - Fundamentals of Business	3
BA 1200 - Business Law I	3
BA 1400 - Principles of Marketing	3
BA 6000 - Introduction to Computer Concepts	3
BF 1900 - Fashion Forecasting	3
BF 3100 - Elements of Marketing Management	3
BF 3200 - Product Development	3
BF 3300 - Salesmanship	3
BF 3400 - Merchandising, Planning, and Control	3
BF 3500 - Textile and Non-Textile Analysis	3
BF 3900 - Fashion Sales Promotion	3
BF 9229 - Field Experience in the Business of Fashion	3
FD 1300 - Computerized Fashion Design	3

**ELECTIVES:** None

± Note: You may elect to take a math or science course that is 4 credits or more. TAP counts 3 credits towards the requirement and the 4th credit as elective.

**Learning Outcomes:**

Upon successful completion of the Business of Fashion degree program requirements, graduates will:

1. demonstrate a level of mathematical and computer skills appropriate for employment in the fashion industry to include using Excel and Photoshop.
2. evaluate marketing and merchandising strategies
3. identify short and long-term trends for the development of new products and overall themes for the fashion industry
4. identify the impact, roles, skills, responsibilities, and accountability of supervisors in managing an organization
5. explain the basic theory and practice of merchandising
6. apply principles of retail buying to plan, select and control merchandise