COUNCIL ON CURRICULAR PROGRAMS AND INSTRUCTION

Thursday, 18 September 2014

**Algonquin Room - University Union - 3:30 p.m.**

# MINUTES

MEMBERS PRESENT: M. Bernards, R. Buchanan, P. Goodwin, H. Marchand, J. McNabb, K. Myers, L. Wolff, C. Zhao

**Ex-officio:** N. Parsons, D. Williams

MEMBERS ABSENT: None

GUESTS: Dale Adkins, Craig Conrad, Carol Longley, Mary Mhango, Linda Prosise

1. Consideration of Minutes  
   1. 4 September 2014

**MINUTES APPROVED AS DISTRIBUTED**

1. Announcements

Vice Chair McNabb, who attended the Faculty Senate meeting on Tuesday, September 16 to represent CCPI, related to members the results of that meeting. Four pieces of curriculum from the Department of Dietetics, Fashion Merchandising, and Hospitality (DFMH) – ATM 276, 371, and 470 new course requests, and the request for change to the Fashion Merchandising minor – were sent back to CCPI by the Faculty Senate. Representatives from the College of Business and Technology at the Senate meeting noted that the Relationship to Courses in Other Departments section of the new course requests indicated “none” although some aspects of the proposed courses, such as branding and analytical methods, are commonly associated with Management and Marketing. The three course requests and request for change of minor will appear under Old Business on a future CCPI agenda.

1. Old Business – None
2. New Business
   1. Curricular Requests from the Department of Dietetics, Fashion Merchandising, and Hospitality
      1. Request for Change in Course Title, Description, and Prerequisites
         1. ATM 477, Fashion Merchandising Theory and Research, 3 s.h.

**Current:** Fashion Merchandising Theory and Research

A study of fashion merchandising theory and quantitative and qualitative methods and analytical concepts in apparel research.

Prereq: FCS 476, MGT 349, and junior standing

**Proposed:** Consumer and Industry Theory and Research

A study of consumer and industry theory, quantitative/qualitative methods, and analytical concepts in the apparel, hospitality, or dietetics industry.

Prereq: STAT 171 and junior standing

**Motion:** To approve ATM 477 (McNabb/Wolff)

DFMH Chair Mary Mhango explained that the course is an elective one that will be taken by Hospitality Management and Apparel and Textile Management students. Chairperson Bernards noted that the title raised concerns within the Department of Management and Marketing that the content may overlap with that of their area. Dr. Mhango stated that she has had discussions with the Chair of Management and Marketing. Dr. McNabb asked if it is the department’s intention that eventually students from all three areas of DFMH (Hospitality Management, Nutrition and Foodservice Management, and Apparel and Textile Management) would take this same research and theory course; Dr. Mhango confirmed that this is correct. Chairperson Bernards observed that calling the course “Consumer” Industry Theory and Research implies broader coverage than a more specific title such as “Apparel, Hospitality, and Dietetics” Industry Theory and Research.

Management and Marketing Chair Craig Conrad asserted that ATM 477 corresponds to much of what is taught in his discipline in the field of marketing. He related that he and Dr. Mhango have spoken about having faculty in the two departments meet, but that has not yet occurred. Dr. Conrad believes that his faculty might be willing to support this and other contested DFMH courses if they could talk at depth with DFMH faculty about the type of material to be covered. He thinks that such a discussion may lead to the realization that there is less overlap than was first perceived, but those discussions must occur before his department would be willing to support the proposed changes and the courses sent back to CCPI by Faculty Senate earlier this week. Dr. Conrad noted that it appears that ATM 477 is changing considerably based upon the proposed revision to its description. Dr. Goodwin asked when the meeting between the two departments’ faculty will occur; Dr. Mhango responded that it will occur as soon as possible.

Associate Provost Parsons related that when these courses and their corresponding option were created under then-DFMH Chair Erskine Smith, so many Fashion Merchandising students wanted to take marketing classes that there was insufficient room for the department to accommodate non-Marketing majors and minors. She stated that when the two departments could not come to an agreement over the issue, Fashion Merchandising-specific courses were created to meet students’ needs. Dr. Conrad pointed out many changes have occurred since the creation of the courses in question and noted that some additional factors also contributed to the decisions made at that time. Chairperson Bernards inquired about the history behind the name change. Associate Provost Parsons responded that textiles has been part of Family and Consumer Sciences as well as Home Economics for centuries, but there is now more business associated with the fashion merchandising field.

Dr. Conrad explained that some fields, like supply chain management (SCM), provide a skill set that is generic to the industry and can be applied whether working with agricultural products, big box goods, or commodities; there is no need to take a specific course in agricultural supply chain management or supply chain management for commodities because it does not matter what is being purchased. Dr. Conrad agrees that the industry has changed, and fashion merchandising is now much more focused on the retailing side. He reiterated that Marketing does not have a problem with having many of its processes utilized in a fashion merchandising-specific way, and he thinks that once Marketing faculty meet with DFMH faculty many of their concerns will be put at ease.

DFMH professor Carol Longley does not think that the academy which accredits the nutrition and dietetics programs would recognize an SCM or generic marketing class to replace the DFMH class which is more specific to food purchasing. Dr. Mhango emphasized that ATM/HM 477 are 400-level capstone courses which will require students to examine issues specific to DFMH majors.

**Motion:** To table ATM 477 (Goodwin/McNabb)

**Friendly amendment:** To table all items under IV.A. since they are all related to each other (McNabb/Myers)

**MOTION WITH FRIENDLY AMENDMENT APPROVED**

**8 YES – 0 NO – 0 AB**

* + 1. Request for Cross-Listing
       1. ATM/HM 477, Consumer and Industry Theory and Research, 3 s.h.

**TABLED**

* + 1. Request for Change of Major
       1. Hospitality Management (Hotel/Restaurant Management Option)

**TABLED**

VI. Provost’s Report – None

**Motion:** To adjourn (McNabb)

The Council adjourned at 3:52 p.m.

Kat Myers, CCPI Secretary

Annette Hamm, Faculty Senate Office Manager and Recording Secretary