Dear Professor Lamb:

Enclosed are copies of a proposal from the College of Agriculture, Consumer and Environmental Sciences to revise the name of the Consumer and Textile Marketing Major.

This proposal has been approved by ACES faculty; it now requires Senate review.

Sincerely,

Keith A. Marshall
Staff Associate

KAM/ab

c: W. Banwart
    R. Hauser
    H. Lakner
February 6, 2001

Professor Susan Lamb, Chair  
Senate Educational Policy Committee  
180 Henry Administration Building  
Campus MC-329

Dear Professor Lamb

Enclosed are copies of two proposals from the College of Agricultural, Consumer and Environmental Sciences to (1) revise the undergraduate option Agribusiness Markets and Management (2004) for the Agribusiness Markets and Management major and (2) to revise the name of the Consumer and Textile Marketing major.

Both have been approved by the College of ACES faculty and require Senate review. We look forward to your response.

Sincerely,

Wayne Banwart  
Assistant Dean, College of ACES

WLB/thc

Enclosures

cc  H. Lakner  
     R. Hauser  
     K. Marshall
COLLEGE OF AGRICULTURAL, CONSUMER, AND ENVIRONMENTAL SCIENCES
Department of Agricultural and Consumer Economics

Revision of Name of Consumer and Textile Marketing Major

Sponsor: College of Agricultural, Consumer, and Environmental Sciences
Department of Agricultural and Consumer Economics
Hilda Buckley Lakner, Director of Undergraduate Programs
322 Mumford Hall, MC - 170, 244-3142

Brief Description:
Recommended is a name change of the current Major in Commodity, Food, and Textile Marketing to Consumer and Textile Marketing. No changes in the Option under the major, Option 2101 – Consumer and Textile Marketing, are being recommended.

Justification:
Currently the Commodity, Food, and Textile Marketing Major consists of two options, Option 2101 – Consumer and Textile Marketing and Option 2102 – Markets and Price Analysis. As a result of a review of requirements, enrollment trends, and employment opportunities for graduates, the Department is recommending deletion of Option 2102, yielding only one option under the Major, Option 2101 – Consumer and Textile Marketing. The change in the name of the major will reflect the name of the option. The present proposal is conditional on approval of the proposal that Option 2004 be revised.

Budgetary and Staff Implications:
No additional staff or financial resources are required within the Department of Agricultural and Consumer Economics to initiate and maintain the newly named Major.

Guidelines for Undergraduate Education:
The newly named Major will more effectively reflect the focus of the option.
Clearance:

Robert Hauser, Head
Department of Agricultural and Consumer Economics

Wayne Banwart, Assistant Dean
Courses and Curriculum Committee
College of Agricultural, Consumer, and Environmental Sciences

David L. Chicoine, Dean
College of Agricultural, Consumer, and Environmental Sciences
Major in Consumer and Textile Marketing, Option 2101

Students in this Major gain thorough background in marketing with application to the textile sector of the economy. Course work encompasses the entire business process with emphasis on the consumer. Relationships between production systems, distribution systems, and consumer issues are emphasized. Graduates from this major are prepared for business careers including employment in market research, retail management, product development, merchandising, and consumer relations. Opportunities exist in textile manufacturing, wholesaling, and retailing.

PREScribed GENERAL EDUCATION COURSES

<table>
<thead>
<tr>
<th>English Composition and Speech</th>
<th>Hours</th>
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<tbody>
<tr>
<td>• <em>Either:</em></td>
<td></td>
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<tr>
<td>RHET 105 Principles of Composition OR</td>
<td>4</td>
</tr>
<tr>
<td>RHET 108 Forms of Composition AND</td>
<td>4</td>
</tr>
<tr>
<td>SPCOM 101 Principles of Effective Speaking</td>
<td>3</td>
</tr>
<tr>
<td>• OR</td>
<td></td>
</tr>
<tr>
<td>SPCOM 111 Verbal Communication AND</td>
<td>3</td>
</tr>
<tr>
<td>SPCOM 112 Verbal Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Composition II

• One of:
  B&TW 250 Principles of Business Writing | 3
  RHET 133 Principles of Composition | 3
  RHET 143 Intermediate Expository Writing | 3

Quantitative Reasoning

• MATH 124 Finite Mathematics | 3
• MATH 134 Calculus for Social Scientists I OR MATH 120 Calculus and Analytic Geometry I | 4/5


Humanities

• Nine hours selected from approved list | 9

Natural Sciences

• Six hours selected from approved list* | 6

Social Sciences

• ECON 103 Macroeconomic Principles | 3
• ECON 300 Intermediate Microeconomic Theory OR ECON 301 Intermediate Macroeconomics Theory | 3
• Twelve hours selected from approved list | 12

Cultural Studies

• Select from approved lists:
  One Western Culture AND
  One Non-Western/U.S. Minority Culture | 3/3

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*Include at least one of the following: ACE/NRES 183, BIO 101, CHEM 101 and 105, GEOL 101, GEOL 107, MCBIO 100 and 101, PHYCS 101, PHYSL 103, PLBIO 100.
DEPARTMENT REQUIREMENTS

- Minimum of 35 hours in the College of ACES, of which a minimum of 20 (excluding ACE 161 and 261) must be in ACE
- Minimum of two 300-level courses in ACE

- ACE 100 Economics of Resources, Agriculture, and Food 4
- ACCY 201 Accounting and Accountancy I 3
- ACES 100 Contemporary Issues in ACES 2

- One of:
  - ACE 161 Microcomputer Applications 3
  - CS 105 Introduction to Computing for Nontechnical Majors 3

- One Policy/International Course chosen from:
  - ACE 251 World Food Economy 3
  - ACE 255 Economics of Rural Poverty & Development 3
  - ACE 287 Textiles in the Global Economy 3
  - ACE 351 Economics of International Development 3
  - ACE 353 Economic Development in South & Southeast Asia 3
  - ACE 354 Economic Development in Tropical Africa 3
  - ACE 355 International Trade in Food & Agriculture 3
  - ACE 356 Agricultural & Food Policies & Programs 3
  - ACE 371 Consumer Economic Policy 3
  - ACE 386 Marketing and Public Policy 3

REQUIRED FOR THE OPTION

- ACE 182 Consumer Issues in Textile Marketing 3
- ACE 287 Textiles in the Global Economy 3
- ACE 288 Retail Marketing Analysis 3
- ACE 386 Marketing and Public Policy 4
- B ADM 202 Principles of Marketing 3
- B ADM 212 Principles of Retailing 3

ACE/ACES Electives

OPEN ELECTIVES

Minimum of 126 hours required for graduation
B.S. Degree Consumer and Textile Marketing  
Option: Consumer and Textile Marketing

<table>
<thead>
<tr>
<th>FALL</th>
<th>SPRING</th>
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<tbody>
<tr>
<td><strong>Freshman Year</strong></td>
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</tr>
<tr>
<td>ACE 100, 4 hours</td>
<td>ACE 161, 3 hours</td>
</tr>
<tr>
<td>ACES 100, 2 hours</td>
<td>ECON 103, 3 hours</td>
</tr>
<tr>
<td>Composition &amp; Speech, 3-4 hours</td>
<td>Composition &amp; Speech, 3-4 hours</td>
</tr>
<tr>
<td>MATH 124 or 134, 3-4 hours</td>
<td>MATH 124 or 134, 3-4 hours</td>
</tr>
<tr>
<td>ACE 182, 3 hours</td>
<td>Natural Sciences, 3-5 hours</td>
</tr>
</tbody>
</table>

| **Sophomore Year** | | |
| ACCY 201, 3 hours | ACE Elective, 3 hours |
| Statistics, 3-4 hours | Natural Sciences, 3-4 hours |
| Humanities, 3 hours | Humanities, 3 hours |
| Social Sciences, 3 hours | Social Sciences, 6 hours |
| Cultural Studies, 3 hours | | |

| **Junior Year** | | |
| ACE 288, 3 hours | ACE 2887, 3 hours |
| B ADM 202, 3 hours | B ADM 212, 3 hours |
| ACE Elective,* 3 hours | BTW 250 or RHET 133 or RHET 143, 3 hours |
| ACE or ACES Elective,** 3 hours | Cultural Studies, 3 hours |
| ECON 300 or 301, 3 hours | Social Sciences, 3 hours |

| **Senior Year** | | |
| ACE 386, 3 hours | ACE or ACES Electives, 0-2 hours |
| ACE or ACES Elective, 3 hours | Open Electives |
| Open Electives, 6 hours | | |

*Minimum of two 300-level courses in ACE are required.

Please work with your advisor to determine the best ACE, ACES, and open electives needed to fulfill graduation requirements.

Total minimum hours required: 126