

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

EP.01.07

Office of the Provost and Vice Chancellor
for Academic Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



February 14, 2001

Susan A. Lamb, Chair
Senate Committee on Educational Policy
Office of the Senate
228 English Building, MC-461

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,

A handwritten signature in cursive script that reads "Keith A. Marshall".

Keith A. Marshall
Staff Associate

KAM/ab

c: W. Banwart
R. Hauser
H. Lakner

EP.01.07

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

College of Agricultural, Consumer
and Environmental Sciences

Academic Programs
104 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801



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.

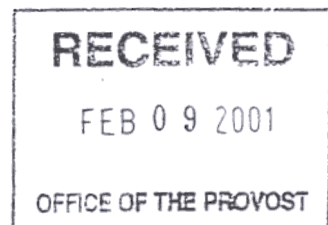
Sincerely,

Wayne Barwart
Assistant Dean, College of ACES

WLB/rhc

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.

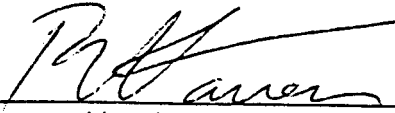
Budgetary and Staff Implications:

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:

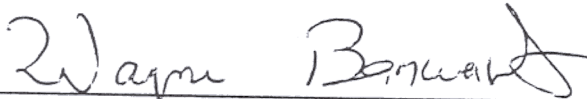
The newly named Major will more effectively reflect the focus of the option.

Clearance:



Robert Hauser, Head
Department of Agricultural and Consumer Economics

10/13/00
Date



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

2/05/01
Date

David L. Chicoine, Dean
College of Agricultural, Consumer, and
Environmental Sciences

Date

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

English Composition and Speech		Hours	
• Either:			
RHET105	Principles of Composition OR	4	
RHET 108	Forms of Composition AND	4	
SPCOM 101	Principles of Effective Speaking	3	
• OR			
SPCOM 111	Verbal Communication AND	3	
SPCOM 112	Verbal Communication	3	
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			4
MATH 120 Calculus and Analytic Geometry I			5
• ACE 261 Statistics for Agricultural and Consumer Economics OR			4
ECON 172 Economic Statistics I AND			3
ECON 173 Economic Statistics II			3
Humanities			
• Nine hours selected from approved list			9
Natural Sciences			
• Six hours selected from approved list ¹			6
Social Sciences			
• ECON 103 Macroeconomic Principles			3
• ECON 300 Intermediate Microeconomic Theory OR			3
ECON 301 Intermediate Macroeconomics Theory			3
• Twelve hours selected from approved list			12
Cultural Studies			
• Select from approved lists:			
One Western Culture AND			3
One Non-Western/U.S. Minority Culture			3

¹Include 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

FALL

SPRING

Freshman Year

ACE 100, 4 hours
ACES 100, 2 hours
Composition & Speech, 3-4 hours
MATH 124 or 134, 3-4 hours
ACE 182, 3 hours

ACE 161, 3 hours
ECON 103, 3 hours
Composition & Speech, 3-4 hours
MATH 124 or 134, 3-4 hours
Natural Sciences, 3-5 hours

Sophomore Year

ACCY 201, 3 hours
Statistics, 3-4 hours
Humanities, 3 hours
Social Sciences, 3 hours
Cultural Studies, 3 hours

ACE Elective, 3 hours
Natural Sciences, 3-4 hours
Humanities, 3 hours
Social Sciences, 6 hours

Junior Year

ACE 288, 3 hours
B ADM 202, 3 hours
ACE Elective,* 3 hours
ACE or ACES Elective,** 3 hours
ECON 300 or 301, 3 hours

ACE 2887, 3 hours
B ADM 212, 3 hours
BTW 250 or RHET 133 or RHET 143, 3 hours
Cultural Studies, 3 hours
Social Sciences, 3 hours

Senior Year

ACE 386, 3 hours
ACE or ACES Elective, 3 hours
Open Electives, 6 hours

ACE or ACES Electives, 0-2 hours
Open Electives

*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