

# Curriculum Re-mapping for Fashion Merchandising Program

## WMU Measures of Success

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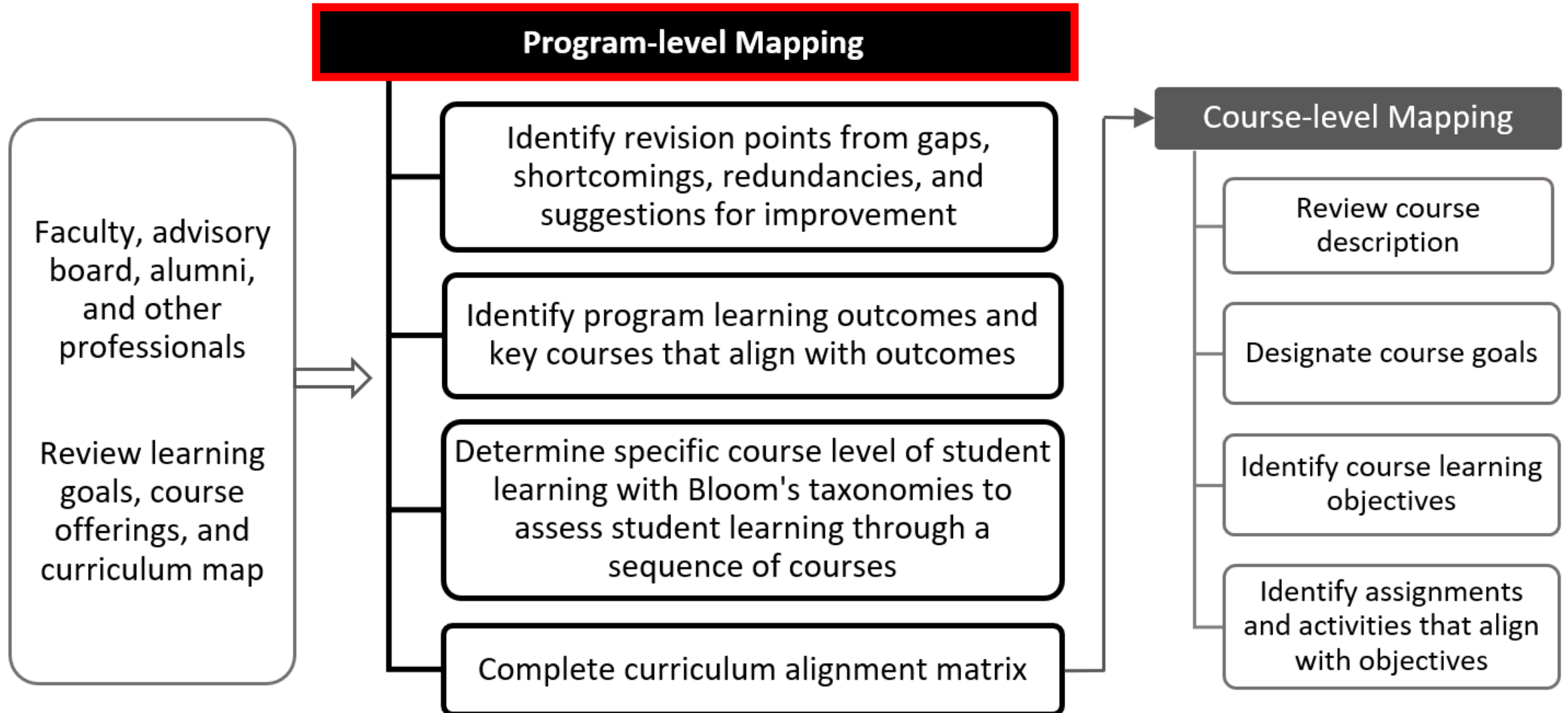
**WESTERN MICHIGAN UNIVERSITY**  
College of Education and Human Development  
Fashion Merchandising and Design

# Curriculum Re-mapping Significance and Objectives



- **Refining the curriculum of the Fashion Merchandising program**
- **Meeting the standards of Textile and Apparel Programs Accreditation Commissions (TAPAC)**
  - (1) to clarify and strengthen the scaffolding of learning by aligning it with the appropriate Bloom's taxonomy levels and learning goals
  - (2) to propose a new course or require additional courses

# Procedures and Methods



# 5 major outcomes/impact of the project



1. Developed an **improved curriculum map**
2. **Strengthened the scaffolding to enhance student learning** across the curriculum, utilizing Bloom's taxonomy levels 1-5
3. **Adding 3 new courses** aligned with scaffolding **increased program-specific content** within the curriculum
4. **Submitted a revised curriculum map to the accreditation committee** (currently awaiting their response)

# Visual representation of curriculum maps



## OLD 2020 MAP

OLD MAP 2020	Learning Outcome - Meta-Goal Objective (*Bloom's level = 1 to 6)																											
	1 IP					2 A&HB			3 A&DP					4 GI		5 E, SR&S				6 C&CT				7 PD				
	1a	1b	1c	1d	1e	2a	2b	2c	3a	3b	3c	3d	3e	4a	4b	5a	5b	6a	6b	6c	6d	7a	7b	7c	7d			
FCS 1260 Fashion Industry (CR)	3	3		3		3			3	3	3			2								6	6	5	3			
FCS 1550 Design Principles (CR)			3								3							4				4						
FCS 2020 Field Experience (CR)																4						5	5					
FCS 2200 Textiles (CR)			4	4												4						4						
FCS 2260 Retail Buying (CR)	3			3																4								
FCS 3050 Job Search (CR)			3					3								4						6	5	6				
FCS 3200 Visual Merchandising (R)			3						3	4	4											6	6					
FCS 3260 History of Fashion (CR)			4									4										4						
FCS 3290 Promotion (R)	3	4		3																6		5	5					
FCS 3300 Entrepreneurship (CR)		5																		6		6	6					
FCS 4220 Prod Development (CR)	4	4	5	4	5					6			5			5				5								
FCS 4300 Merch Seminar (R)	4	4		3												4				5		5	5					
FCS 5240 Soc-psy Aspects of Dress (CR or E)								5	4	5										5		5						
FCS 5340 Fashion Consumer Behavior (CR or E)		5																				5						
FCS 5440 Global Aspects of Fashion (CR or E)	4			4										5	5	5	5					5						

32% program content specific

## REFINED 2022 MAP

Refined Final Version	Learning Outcome - Meta-Goal Objective (*Bloom's Level = 1 to 6)																											
	Goal 1 IP					Goal 2 A&HB			Goal 3 A&DP					Goal 4 GI		Goal 5 E, SR&S				Goal 6 C&CT				Goal 7 PD				
	1a	1b	1c	1d	1e	2a	2b	2c	3a	3b	3c	3d	3e	4a	4b	5a	5b	6a	6b	6c	6d	7a	7b	7c	7d			
FCS 1260 The Fashion Industry (CR)	1	1		1								2																
FCS 1550 Design Principles (CR)													1												1			
FCS 2020 Field Experience (CR)																					1				2			
FCS 2200 Textiles (CR)								2													1				2			
FCS 2260 Fashion/ Retail Buying (CR)																									2			
+ FCS 2290 Fashion Merchandising (R, S24)													2								2	2	2	2				
+ FCS 2570 Merchandising Technology (R, F23)																	2								2			
FCS 3050 Prof Job Search (CR)																					2				4			
+ FCS 3320 Apparel Sourcing (R, S24)																												
FCS 3200 Visual Merchandising (R)																												
FCS 3260 History of Fashion (CR)																												
FCS 3290 Promotion (R)	3																											
FCS 3300 Entrepreneurship in FCS (CR)																												
FCS 4220 Prod Development (CR)																												
FCS 4300 Merchandising Seminar (R)	5																											
FCS 5240 Soc-psy Aspects of Dress (CR)																												
FCS 5340 Consumer Behavior in Fashion (R)																												
FCS 5440 Global Aspects of Fashion (R)																												

NEW



44% program content specific;  
Strengthened the scaffolding learning

# What did we gain from this experience?

## Advice

1. Plan and organize
2. Allocate enough time and effort
3. Seek support and resources
4. Communicate effectively
5. Evaluate and reflect