

CAAL
12/06/2007
Agenda Item 3a.

December 6, 2007

MEMORANDUM

To: Dr. Bettie Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing

From: Gail M. Morrison, Director of Academic Affairs and Licensing

Consideration of Request for Amendment to License
The Art Institute of Charleston, Charleston, SC
B.A., Fashion and Retail Management

Summary

The Art Institute of Charleston <www.artinstitute.edu/charleston> requests approval of an amendment to its license to offer a program leading to the Bachelor of Arts degree in Fashion and Retail Management to be implemented in April 2008.

The Commission has licensed The Art Institute of Charleston (AiCSC) since December 7, 2006, to offer various degree programs in culinary and visual arts. AiCSC is a branch campus of The Art Institute of Atlanta (AiA), which has operated as an Art Institute since 1975. AiA and AiCSC are wholly owned subsidiaries of The Art Institutes International Inc., which is owned by Education Management Corporation (EDMC). EDMC, headquartered in Pittsburgh, Pennsylvania, operates 71 postsecondary educational institutions in 24 states and two Canadian provinces with a student enrollment of over 72,000.

The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) has accredited AiA since 1985, and the Charleston campus has been approved by SACS as a branch campus of AiA. AiA is approved by the state of Georgia to confer diplomas and degrees.

The Commission currently licenses AiCSC to offer programs leading to the Associate

of Arts degree in (1) Culinary Arts, (2) Graphic Design, and (3) Interactive Media Design; the Bachelor of Science degree in Culinary Arts Management; and the Bachelor of Fine Arts degree in (1) Graphic Design, (2) Interactive Media Design, (3) Interior Design, and (4) Photographic Imaging.

Members of the faculty who teach general education courses must possess a master's degree with 18 hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core program courses must possess a master's degree and demonstrate proficiency in current industry skills, including documentation of at least two years of full-time experience in their profession. Exceptions to academic preparation may be made with the consent of the Commission.

In order to be admitted into the bachelor's-level degree programs, prospective students must have a GED or high school diploma from a regionally accredited high school or state-approved home school program. Prospective students must also participate in a personal interview with the associate director of admissions and take the COMPASS test for skills assessment. SAT, ACT, or ASSET scores may be submitted in lieu of the COMPASS test. Transfer students must submit official transcripts from each college attended and may be able to transfer credit from other accredited institutions. The Institute also awards credit for College-Level Examination Program (CLEP), as well as for training, employment, or other educational experience as measured through Defense Activity for Non-Traditional Education Support (DANTES), DANTES Subject Standardized Tests (DSST), or as shown on American Council on Education (ACE) transcripts. AiCSC anticipates initially enrolling eight full-time and two part-time students into the Fashion and Retail Management program. The school anticipates enrolling 42 students into the program by the end of the 2008 calendar year.

Licensing staff has confirmed that the institution has the resources necessary to offer the proposed program. AiCSC has submitted to the Commission a list of program-specific learning resources it plans to acquire for its on-site library, which is staffed by a librarian holding a master's degree in Library and Information Science. The school also emphasizes the availability of electronic resources and its interlibrary loan system.

Tuition at AiCSC is currently \$435 per quarter credit hour or approximately \$20,880 per academic year for full-time students. Additionally, students in the Fashion and Retail Management program must purchase a supply kit for \$495, books, and other supplies.

No similar program is offered in the State. South Carolina students who wish to pursue a degree in Fashion/Retail/Merchandising may participate in the Academic Common Market (ACM) program administered by the Southern Regional Education Board, a program that allows South Carolina residents who are enrolled in specific programs at out-of-state

institutions to be charged only the applicable in-state tuition by the institution in which the student is enrolled. Available ACM programs include programs at East Tennessee State and West Virginia University.

The program leading to the B.A. degree in Fashion and Retail Management combines creative and technical skills to prepare graduates for entry-level employment in areas such as buying, design, merchandising, product development and mid-level management. Students develop foundational skills in drawing, illustration, software, and clothing design and construction, as well as sales, marketing, and public relations. Students will create a comprehensive business plan to use as a model for opening their own business or to present as a portfolio to prospective employers. The curriculum consists of a total of 192 quarter credit hours, including 52 in general education and 140 in the major.

The following shows the curriculum content for the Bachelor of Arts degree in Fashion and Retail Management:

Course Title	Quarter Credit Hours
General Education Courses	
EN 101 English I	4
EN 102 English II	4
EN 305 Professional Communication	4
COM 105 Public Speaking	4
HA 215 Art History I	4
HA 216 Art History II	4
HU 305 Critical Thinking	4
MT 113 Ideas of Mathematics	4
PS 101 Introduction to Psychology	4
CD 245 Career Development	4
General Education Electives	12
Major and Related Requirements	
ART 111 Drawing	4
ART 123 Color Theory	4
CAA 106 Introduction to Design Applications	4
GD 121 Design Elements for Non-majors	4
GD 160 Fundamentals of Web Design	4
FRM 101 Introduction to Retailing	4
FRM 111 Fashion Drawing I	4
FRM 115 Fashion History I	4
FRM 116 Fashion History II	4
FRM 121 Sales and Event Promotion	4
FRM 130 Textiles	4
FRM 141 Fundamentals of Business	4
FRM 143 Retail Math	4
FRM 221 Dynamics of Integrated Marketing	4
FRM 231 Apparel Evaluation and Construction	4
FRM 241 Principles of Accounting	4
FRM 243 Business Ownership	4

FRM 251	Visual Merchandising	4
FRM 245	Organizational Behavior	4
FRM 252	Elements of Retail Operation	4
FRM 321	Brand Strategy and Brand Marketing	4
FRM 323	Event and Fashion Show Production	4
FRM 326	Consumer Behavior	4
FRM 331	Trends and Concepts in Apparel	4
FRM 342	Sales and Sales Management	4
FRM 345	Product Development and Manufacturing	4
FRM 353	Merchandise Management and Inventory Control	4
FRM 421	Public Relations and Promotions	4
FRM 422	Media Planning and Buying	4
FRM 425	International Marketing and Buying	4
FRM 427	Web Marketing for Fashion and Retail Management	4
FRM 442	Principles of Marketing Research	4
FRM 444	Human Resource Management	4
FRM 490	Portfolio	4
FRM 499	Internship	4
Total Program Quarter Credit Hours		192

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission an amendment of the license of The Art Institute of Charleston to offer a program leading to the B.A. degree in Fashion and Retail Management for implementation in April 2008.