



SACRAMENTO STATE

Faculty Senate Meeting - april 17, 2014

Attachment: FS 13/14-99

# Program Proposal

## Form B



Academic Group (College): Arts and Letters	Date of Submission to College Dean: February 14, 2014
Academic Organization (Department): Design	Requested Effective: Fall <u>X</u> , Spring __, 2014 __.
Department Chair: Andrew Anker	Contact if not Department Chair:

Title of the Program (Please be specific; indicate minor, undergraduate or graduate degree, etc.): **B. A. in Interior Design, concentration in Interior Design Marketing.**

**Type of Program Proposal:**

**Modification in Existing Program:**

- Substantive Change
- Non-Substantive Change

**Deletion of Existing Program**

**New Programs**

- Initiation (Projection) of New Program on to Master Plan
- New Degree Programs
  - Regular Process
  - Fast Track Process
  - Pilot Process
- New Minor, Concentration, Option, Specialization, Emphasis
- New Certificate Program

**PLEASE NOTE:**

Form B is to be used only as a Cover Form. Additional information is requested for each of the above as noted in the corresponding procedure in the Policies and Procedures for Initiation, Modification, Review and Approval of Courses and Academic Programs found at:

[http://www.csus.edu/acaf/academic resources/policies and procedures/Course and Program Proposals/ApprovalProcess.html](http://www.csus.edu/acaf/academic_resources/policies_and_procedures/Course_and_Program_Proposals/ApprovalProcess.html)

**Briefly describe the program proposal (new or change) and provide a justification:**

This proposal eliminates the Marketing Concentration within Interior Design Major (IDM). This concentration was created when the Interior Architecture Program (IA) became impacted; it was intended to provide those students not admitted to the impacted program an opportunity to continue towards graduation in an allied field. However, enrollment in this concentration has been declining steadily. Furthermore, the Interior Architecture program can now meet student demand and is effectively dropping impaction status as of Fall 2014. (The program is being officially brought out of impaction in fall 2015). The IDM concentration will therefore no longer be needed by students unable to enter the IA program. In addition, several problems make the IDM program impractical to maintain, foremost among them being its 69 units of major requirements. Due to the multi-disciplinary nature of the program (with the course load shared almost equally between Design and Marketing) the faculty considers it impossible to reduce the unit count to the B.A. maximum 48 while maintaining the quality of the degree. Lastly, given the current budget climate, the Design Department wants to dedicate its teaching resources to the Interior Architecture program, which it sees historically, and in the foreseeable future, as the primary track within the field of Interior Design.

**Approvals:**

Department Chair: Andrew K. Anker Date: 2/13/14

College Dean: [Signature] Date: 2/18/14

University Committee: Kace Chalmers Date: 3/21/14

Assoc Dean for Undergraduate Studies or Dean for Graduate Studies: [Signature] Date: 3/24/14

**Additional information required to justify discontinuation of existing programs, per Sacramento State University Policy Manual**

1. Complete Form B  
Form B attached
2. Reasons for the program Discontinuation  
See Form B
3. Indicate any programmatic or fiscal impact discontinuation of the program will have on other academic units' programs. Describe the consultation that has occurred with affected units.

No programmatic or fiscal impacts on other academic units' programs are anticipated. Design Department chair, Andrew Anker, has consulted with College of Business Interim Associate Dean Seung Bach, who has communicated his faculty's approval of dropping the Interior Design Marketing concentration. (see e mails below)

Hi Andrew,  
I just got the inputs from both areas (M&SCM and A&IS). Both areas have no concerns regarding your department's proposal to drop the Interior Design Marketing concentration. Thanks,  
Seung

Seung Bach, Ph.D.  
Interim Associate Dean for the Undergraduate Program &  
Associate Professor in Entrepreneurship and Strategy  
California State University, Sacramento

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**From:** Anker, Andrew K  
**Sent:** Thursday, February 06, 2014 11:26 AM  
**To:** Bach, Seung B

Hello Dean Bach,

Can you tell me if your faculty committee has met and considered our request to eliminate the Interior Design Marketing program? We must submit our course change proposal to the Arts and Letters Curriculum Committee by Friday, February 14. Thanks for your help.

Andrew

Andrew Anker, Chair  
Department of Design  
(916) 278-5019

4. Provisions to ensure currently enrolled students have a reasonable opportunity to complete the program.  
All courses required for the Interior Design Marketing concentration will continue to be taught and students currently enrolled in the program will be able to take these classes and complete the program.
5. Indicate what resources will be freed up or shifted to other programs as the result of the program discontinuation.  
Additional seats in lower division Interior Design studios will become available for Interior Architecture majors and for undeclared majors who want to explore our program.