




The University of Georgia

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TO: Arnett Mace
Senior Vice President for Academic Affairs
and Provost

FROM: Jan Hathcote 
Associate Dean for Academic Affairs
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DATE: March 28th, 2006

RE: External Degree in Consumer Economics to be offered on the Griffin Campus

Attached is a proposal for an External Degree in Consumer Economics to be offered on the Griffin Campus. The Consumer Economics major was identified by the people of Griffin as one of the majors needed to serve the area. The major will concentrate on the upper division classes for transfer students from the surrounding Colleges. All admission criteria will be the same as for students transferring to the Athens campus. The program of study will be the same as the UGA campus program with slight modifications to Area F and major electives according to the local offerings. The College of Family and Consumer Sciences' Curriculum Committee reviewed and voted unanimously to support the proposal at their meeting on March 28, 2006.

If you have any questions regarding the proposal, please do not hesitate to contact me.

Proposal for an External Degree
The University of Georgia

Institution: The University of Georgia Date: March 24, 2006

College: College of Family and Consumer Sciences

Department: Department of Housing and Consumer Economics

Degree: Bachelor of Science in Family and Consumer Science (B.S.F.C.S.)

Major: Consumer Economics

CIP Code:

Proposed Start Date: Fall 2006

1. Assessment

The Consumer Economics major prepares students to understand how consumers make choices in an economy that's constantly changing. Our students understand how fraud and deception, products of varying quality and inadequate information affect consumer decisions. The role of information is a central theme. Course work includes economics as well as applied consumer economics, consumer policy, and financial management. Although not required, many students complete an internship before graduating.

As the Consumer Economics major on the Athens campus has become more visible, the demand for the major has outpaced the supply of faculty and staff support. The implementation of high demand status on the major has helped to control enrollment. According to surveys conducted at the University of Georgia at Griffin, the Consumer Economics major is one of the requested majors to prepare students for business type positions. There should be an adequate pool of qualified students to enroll in the major.

Job titles for recent Consumer Economics graduates include: Loan Processor II for West Coast Bank; Portfolio Manager/Financial Consultant with Smith Barney; Financial Advisor, Foresters; Coordinator of Special Events, Cystic Fibrosis Foundation; Federal Contract Estimator/Project Manager for Bessco Construction Co., Inc.; Junior Broker, Wachovia Securities; Assistant Manager of Finance, Wells Fargo; Midwest Region Sales Manager, The Andersen Company.

We encourage each graduate to send their business card to the Housing and Consumer Economics Department when they secure a job. These cards show the depth and the breadth of the positions filled by our graduates. Many of our alums find employment in the Atlanta area. Therefore, there should be an adequate number of prospective students in the Griffin area to make the Consumer Economics major a viable option.

2. **Admission Requirements**

The admissions requirements for the program at the Griffin campus will be the same as the existing major in Consumer Economics. This will include University of Georgia admissions requirements as well as an earned grade of “C” or better in Microeconomics (ECON 2106) and Macroeconomics (ECON 2105). The faculty comprising the Department of Housing and Consumer Economics feel very strongly that the same requirements are required for the major.

3. **Program Content**

See attached program of study for Consumer Economics. This is the same program of study for Consumer Economics currently offered on the Athens campus. All criteria for electives and substitutions will be equivalent at both locations.

4. **Student Advising**

Currently there is a full-time Academic Programs Coordinator at the Griffin Campus. In addition, a Program Coordinator exclusive to Consumer Economics on the Griffin campus will be hired to provide students with specific recruiting, academic mentoring and career guidance for Consumer Economics majors. This is a critical position for the initial development of the Consumer Economics degree program. The students will need to receive very content specific advising to meet the demand of the community. The students will also have electronic access to the Undergraduate Coordinator at the Athens campus.

5. **Resident Requirements**

The resident requirements for the Consumer Economics major on the Griffin campus will be identical to those on the Athens campus.

6. **Program Management**

The Consumer Economics degree program will be managed as an extended program from the Department of Housing and Consumer Economics (HACE) located in the College of Family and Consumer Sciences on the Athens campus. The program will be maintained and the quality will be monitor by the faculty who makes up the department. Dr. Anne Sweaney serves as the Head of the HACE Department and will be responsible for the leadership of the program.

Students entering in the fall of 2006 should be able to complete the degree program by spring semester of 2008. The Program Coordinator will teach a two-hour course each semester to help prepared students for the internship experience and share the conceptual framework of the field. This combines HACE 5900 and HACE 2000 presently each one hour courses.

There is only one program of study in Consumer Economics offered in the state of Georgia and that is presently the one on the Athens campus. Therefore, the extension of the program to the Griffin campus would meet the needs of students in that portion of the state and will not duplicate any programs in the area.

Classes to be offered on the Griffin campus:

Fall 2006	Spring 2007	Summer 2007	Fall 2007	Spring 2008
HACE 2100	HACE 5100/7100	HACE 2100	HACE 2100	HACE 5100/7100
HACE 3150	HACE 4100/6100	HACE 3200	HACE 3150	HACE 4100/6100
HACE 3100	HACE 5150/7150	HACE 5910/7910	HACE 3100	HACE 5150/7150
HACE 3200	HACE 3300		HACE 3200	HACE 3300
HACE 2000 & HACE 5900/7900	HACE 2000 & HACE 5900/7900		HACE 2000 & HACE 5900/7900	HACE 2000 & HACE5900/7900
HACE Major Elective	HACE Major Elective		HACE Major Elective	HACE Major Elective

7. Library and Laboratory Resources

The existing library at the Griffin Campus will be available for the students to use. Since there are a number of research scientists in Agricultural Economics on campus the library will have some of the holdings needed. Many of the university systems library resources are available online to any student enrolled in university classes. Students will be able to access a wealth of scholarly journals for any research they may need to do.

8. Budget

The costs for developing and implementing a quality program in Consumer Economics is as follows:

Personnel	Cost	Number of Classes per Year	Travel to Athens Campus	Supplies	Total
Assistant Professor tenure-track 12 months	\$72,000	5	\$2,000	\$1,500	\$75,500
Assistant Professor tenure-track 12 months	\$72,000	5	\$2,000	\$1,500	\$75,500
Program Coordinator	\$45,000	2 (2 hour classes)		\$1,500	\$45,000
Four Adjunct Instructors @ \$5,000 per course	\$20,000	4		\$400	\$20,400

Total Classes Taught 16

Total Cost \$216,400

9. **Program Costs Assessed to Students**

There will be no additional costs to students other than regular university tuition. The courses will not involve the use of a laboratory other than the computer laboratory and those facilities exist.

10. **Accreditation**

The Griffin program will fall under the same accreditation procedures as those followed at the Main Campus. The degree programs in the College of Family and Consumer Sciences meet the requirements of the American Association and Family and Consumer Sciences (AAFCS).

Attachment: Program of Study

SEMESTER DEGREE REQUIREMENTS
COLLEGE OF FAMILY AND CONSUMER SCIENCES
WWW.FCS.UGA.EDU
MAJOR: CONSUMER ECONOMICS

- AREA A ESSENTIAL SKILLS (9 hours)
3 ENGL 1101 English Composition I
3 ENGL 1102 English Composition II
3 MATH 1101 Mathematical Modeling
- AREA B INSTITUTIONAL OPTIONS (4-5 hours)
4-5 Electives
- AREA C HUMANITIES AND FINE ARTS (6 hours)
Choose one Fine Arts Course and one Humanities Course;
or two Humanities Courses from different Departments
3 SPCM 1100 Introduction to Public Speaking
3 Fine Arts Course or a Humanities from a Department other than Speech
- AREA D SCIENCE, MATHEMATICS, AND TECHNOLOGY (10-11 hours)
4 Science course with Lab
3 Science course without Lab
3-4 Mathematics, Science, or Technology Course
- AREA E SOCIAL SCIENCES (12 hours)
3 HIST 2111 American History to 1865 or 2112 American History Since 1865
3 POLS 1101 American Government
6 Social Sciences Courses
- AREA F COURSES RELATED TO MAJOR (19 hours)
3 HACE 2100 Family Economic Environment
3 ECON 2105* Principles of Macroeconomics
3 ECON 2106* Principles of Microeconomics
3 MATH 1113* Precalculus
4 STAT 2000* Elementary Statistics
Choose one course from the following:
3 CHFD 2100 Development within the Family
3 FDNS 2100 Human Nutrition and Food
3 TXMI 2100 Textiles for Consumers
4 CSCI 1301-1301L Introduction to Computing and Programming
3 LEGL 2700 Legal and Regulatory Environment of Business
4 MATH 2200-2200L* Analytic Geometry & Calculus & Lab
4 MATH 2210-2210L* Integral Calculus
3 PSYC 1101* Elementary Psychology
3 SOCI 1101* Introductory Sociology

* If these courses are taken in Areas A-E, then electives may be taken in this Area.

Entrance Requirements: Completion of Core Areas A-E. Grade of "C" or better in ECON 2105, ECON 2106, and HACE 2100. Completion of the Academic Profile Test. Completion of application.

High-Demand Major – Selection Criteria: Grades in ECON 2105, ECON 2106 and HACE 2100; Academic Profile Test; Application

MAJOR REQUIREMENTS – REQUIRED COURSES (44 hours) ("C" or better required)

A baccalaureate degree program must require at least 21 semester hours of upper division courses in the major field and at least 39 semester hours of upper division work overall.

REQUIRED COURSES FOR OPTION I and II (16 hours) (“C” or better required)

- 1 HACE 2000 Introduction to Family and Consumer Sciences
- 3 HACE 3100 Introductory Consumer Economics
- 3 HACE 3150 Consumer Decisions: Home and Market
- 3 HACE 3200 Intermediate Family Financial Management
- 3 HACE 3300 Housing in a Contemporary Society
- 3 HACE 4100 Family Economic Behavior and Policy

Choose Option I (28 hours) or Option II (28 hours) (“C” or better required)

Option I-Consumer Economics

- 3-HACE 5100 Consumer Protection
- 3-HACE 5150 Consumers’ Market Environment

Option I-Choose 22 hours from the following:

(9 hours must be HACE classes)

- 3-CHFD (HACE) 4500 Second Half of Life
- 3-HACE 3000 Family Resource Management
- 3-HACE 3010 Directed Study in Housing & Consumer Economics
- 3-HACE 4200 Family Savings and Investments
- 3-HACE 4210 Family Retirement Planning & Employee Benefits
- 3-HACE 4220 Family Estate Planning
- 3-HACE 4300 Advanced Housing Theories
- 3-HACE 4310 Housing Policy
- 3-HACE 4350 Household Technology and Systems
- 3-HACE 4400 Family Demographics and Policy
- 3-HACE 4900 Seminar in Housing and Consumer Economics

(repeatable)

- 3-HACE 5200 Family Financial Counseling
- 3-HACE 5250 Family Financial Planning
- 3-HACE 5350 Housing Counseling
- 3-HACE 5400 Demographics of Special Populations
- 3-HACE 5710 Study Tour in Housing and Consumer Economics
- 1-HACE 5900 Professional Seminar and Internship Orientation
- 3-6-HACE 5910 Housing and Consumer Economics Internship
- 3-ADPR 3130 Advertising and Public Relations Research
- 3-ENGL 3590 Technical and Professional Communication

AAEC (3000-level or above)

ACCT (3000-level or above)

ECON (3000-level or above)

FINA (3000-level or above)

INTB (3000-level or above)

MARK (3000-level or above)

MGMT (3000-level or above)

MIST (3000-level or above)

MSIT (3000-level or above)

REAL (3000-level or above)

RMIN (3000-level or above)

GENERAL ELECTIVES: Option I and Option II (16 hours)

1 PEDB