

**LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES
EASTERN ILLINOIS UNIVERSITY**

EA-LCBAS-18-09 Effective Fall 2018

TO: Council on Graduate Studies

FROM: William Minnis, Interim Dean

SUBJECT: EXECUTIVE ACTION

DATE: January 9, 2018

Effective: Fall 2018

Change course title:

FCS 4926 – Public Presentation Techniques
To FCS 4926 – Visual Merchandising

Request from Dr. Burns on following page.

**LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES
EXECUTIVE ACTION REQUEST**

TO: Amy Annis, LCBAS Certification Officer

FROM: Melanie Tracy Burns, Interim Chair of FCS

DATE: January 9, 2018

ACTIONS REQUESTED:

Change of course name for FCS 4926: Public Presentation Techniques to FCS 4926: Visual Merchandising

RATIONALE:

Curriculum Changes and course name updates have been made to better market the program and aid in recruitment of students.

EFFECTIVE DATE: (i.e.: Fall 20XX, Spring 20XX):

Fall 2018

CURRENT COURSE DESCRIPTION:

FCS 4926 – Public Presentation Techniques.
(3-0-3) F, S. Development of visual merchandising techniques and materials to present goods and services in relationship to functional and aesthetic concerns.

Prerequisites & Notes
FCS 2244 or its equivalent.

PROPOSED COURSE DESCRIPTION:

FCS 4926 – Visual Merchandising.
(3-0-3) S. Development of visual merchandising techniques and materials to present goods and services in relationship to functional and aesthetic concerns.

Prerequisites & Notes
FCS 2244 or its equivalent.