

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

GENERAL EDUCATION COMMITTEE

REPORT TO

THE ACADEMIC SENATE

GE-020-201

AMM 1250: Race, Ethnicity, and the American Consumer (New Area F Course)

General Education Committee

Date: 03/03/2021

Executive Committee
Received and Forwarded

Date: 04/07/2021

Academic Senate

Date: 04/14/2021
First Reading

TITLE OF REFERRAL: GE-020-201: AMM 1250: Race, Ethnicity, and the American Consumer (New Area F Course)

BACKGROUND:

New Area F course.

RESOURCES CONSULTED:

Office of Academic Programs, EWS Ethnic Studies Committee. For course information see Curriculog.

DISCUSSION:

This new Area F course from the Apparel Merchandising and Management Department examines such issues as how race and ethnicity has been constructed in the US, and the impact of racial stigma and discrimination in the retail marketplace as it relates to consumer behavior. Consumer processes and motives will be investigated with reference to the intersection of race and ethnicity with other demographic and behavioral characteristics - with a focus on African Americans, Native Americans, Asian Americans, and Latina and Latino Americans. Topics will include social constructs of race, racism in the consumer market, marketplace discrimination, consumer inequality, stereotyping, sustainability, and consumer rights. Lecture/discussion, case studies, analysis of datasets, and a student project related to race and consumerism in America. The GE Committee determined that it met all the requirements for an Area F course unanimously.

RECOMMENDATION:

The GE Committee recommends Senate adopt GE-020-201: AMM 1250: Race, Ethnicity, and the American Consumer (New Area F Course).