

518: MERCHANDISING MANAGEMENT UNDERGRADUATE MAJOR (BS, HBS)

In Workflow

1. Curriculum Management Programs (janice.nave-abele@oregonstate.edu)
2. Catalog Coordinator (belinda.sykes@oregonstate.edu)
3. Provost Designee (alix.gitelman@oregonstate.edu)
4. 7 Day Review (none)
5. Prem Mathew (College of Business, Associate Dean of Undergraduate Programs) (prem.mathew@oregonstate.edu)
6. Catalog Coordinator (belinda.sykes@oregonstate.edu)
7. MAD Head (colleen.bee@oregonstate.edu)
8. 02 College Committee Approver (prem.mathew@oregonstate.edu)
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10. Prem Mathew (College of Business, Associate Dean of Undergraduate Programs) (prem.mathew@oregonstate.edu)
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12. Curriculum Management Programs (janice.nave-abele@oregonstate.edu)
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14. Executive Committee (vickie.nunnemaker@oregonstate.edu)
15. Faculty Senate (vickie.nunnemaker@oregonstate.edu)
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Approval Path

1. Wed, 17 Jan 2024 21:37:07 GMT
Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Rollback to Initiator
2. Mon, 22 Jan 2024 17:32:36 GMT
Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Approved for Curriculum Management Programs
3. Tue, 30 Jan 2024 03:33:23 GMT
Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes): Approved for Catalog Coordinator
4. Thu, 01 Feb 2024 18:30:18 GMT
Alix Gitelman (Vice Provost for Academic Affairs) (alix.gitelman): Approved for Provost Designee
5. Fri, 09 Feb 2024 10:33:42 GMT
0/1 votes cast.
Yes: 0% No: 0%
Approved for 7 Day Review
6. Fri, 16 Feb 2024 00:58:41 GMT
Prem Mathew (College of Business, Associate Dean of Undergraduate Programs) (prem.mathew): Approved for mathewp
7. Fri, 16 Feb 2024 07:31:14 GMT
Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes): Approved for Catalog Coordinator
8. Mon, 19 Feb 2024 19:33:14 GMT
Colleen Bee (College of Business, Associate Professor) (colleen.bee): Approved for MAD Head
9. Mon, 19 Feb 2024 19:43:53 GMT
Prem Mathew (College of Business, Associate Dean of Undergraduate Programs) (prem.mathew): Approved for 02 College Committee Approver
10. Mon, 19 Feb 2024 22:11:58 GMT
Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Approved for Curriculum Management Programs
11. Tue, 20 Feb 2024 16:27:50 GMT
Prem Mathew (College of Business, Associate Dean of Undergraduate Programs) (prem.mathew): Approved for mathewp
12. Mon, 18 Mar 2024 19:15:27 GMT
Jeffrey Luck (School of Social & Behavioral Health Sciences, Associate Professor, and Budgets & Fiscal Planning Committee Chair) (jeff.luck): Approved for Budgets and Fiscal Planning Committee Chair
13. Mon, 18 Mar 2024 22:59:58 GMT
Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Approved for Curriculum Management Programs
14. Mon, 01 Apr 2024 20:48:05 GMT

Jim Coakley (College of Business, Associate Professor and Curriculum Council Co-Chair) (jim.coakley): Approved for Curriculum Council Co-Chairs

History

- 1. Oct 13, 2019 by clmig-jwehrheim
- 2. Nov 27, 2019 by Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes)
- 3. Sep 3, 2020 by Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes)
- 4. Mar 2, 2021 by Prem Mathew (College of Business, Associate Dean of Undergraduate Programs) (prem.mathew)
- 5. May 20, 2021 by Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes)
- 6. Mar 16, 2022 by Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes)
- 7. May 24, 2022 by Carrie Stampe (College of Business, Assistant to Senior Associate Dean) (carrie.stampe)
- 8. Jul 6, 2022 by Mike Jefferis (Office of the Registrar, Associate Registrar - Catalog, Curriculum and Scheduling) (mike.jefferis)
- 9. Jan 18, 2023 by Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes)
- 10. Apr 19, 2023 by Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele)
- 11. Sep 20, 2023 by Carrie Stampe (College of Business, Assistant to Senior Associate Dean) (carrie.stampe)
- 12. Oct 26, 2023 by Carrie Stampe (College of Business, Assistant to Senior Associate Dean) (carrie.stampe)
- 13. Nov 2, 2023 by Carrie Stampe (College of Business, Assistant to Senior Associate Dean) (carrie.stampe)

Date Submitted: Sat, 20 Jan 2024 01:04:22 GMT

Viewing: 416 : Merchandising Management Undergraduate Major (BS, HBS)

Last approved: Thu, 02 Nov 2023 06:55:43 GMT

Last edit: Mon, 19 Feb 2024 22:11:02 GMT

Changes proposed by: mathewp

Proposal

Effective Term

Summer 2024

Type of Change

Rename a program

Justification

Multiple changes.

1. Change to Program Name. Merchandising Management includes the functions of product development, buying, planning, and distribution. Merchandising degree programs (i.e., Fashion Merchandising, Retail Merchandising) have traditionally evolved from the Home Economics area and are separate from business programs. While industry professionals understand the importance and functions of Merchandising Management within the retail industry, potential students are not familiar with ‘merchandising’ but are more familiar with ‘products.’ Product Management degree programs are not offered at the undergraduate level but are offered at the graduate level (i.e., MS, MBA). The name change highlights a competitive advantage of being a unique program offering that combines the strengths of both the BA and Design areas, addresses a potential gap in the undergraduate market, and better reflects industry trends and course content.

2. Change to Program Description.

3. Change the Design Core (common to all COB Design program: Merchandising Mgmt, Interior Design, Apparel Design, Design and Innovation Management). The Design Core was created several years ago, not long after Design (DHE at the time) moved into the College of Business. Based on discussions with Design Program Directors and Design faculty, it is in need of an update to fill gaps in student skills (e.g., Design Fundamentals) and experiences (e.g., experiential component).

ST 243Z is (essentially) being replaced by BANA 370, Introduction to Business Analytics – this course is more adjacent to the Design programs.

4. Program coursework change. MRKT495 Retail Management was removed from the Design Core because it is less relevant to the other 3 design majors (Interior Design, Apparel Design, DIM) but was deemed important for Merchandising Management majors so it was added to the Merch major. To make room for the addition of MRKT495, DSGN356 (an Apparel Design class) was identified (by Merch faculty) as less relevant for Merch majors.

Due to the Common Course Numbering mandate by the State of Oregon, BA 101 is now BA 101Z and 4 credits (not 6) and we are creating/adding a companion course of BA 131 to cover the missing content from the 2 credits removed.

Primary Originator

Name
Prem Mathew (College of Business, Associate Dean of Undergraduate Programs)

Liaisons**Academic Unit**

College of Business - Undergraduate (BA, HM)

School of Marketing, Analytics & Design (BANA, DSGN, MRKT)

School of Management, Entrepreneurship & Supply Chain (MGMT, SCLM)

School of Visual, Performing, & Design Arts (ART, GD, MUED, MUS, MUP, TA)

College of Engineering - Undergraduate (ENGR, OP)

School of Mechanical, Industrial & Manufacturing Engineering (AAE, ESC, ESE, HEST, IE, MATS, ME, MFGE, MIME, ROB)

Wood Science and Engineering (WSE)

College of Science - Undergraduate (SCI)

Statistics (ST)

Program Information**Program Level**

Undergraduate

Program Type

Major / Degree

Name

Merchandising Management Undergraduate Major (BS, HBS)

New Name (for renamed program)

Product and Merchandising Management Undergraduate Major (BS, HBS)

Program (SIS) Code

416

CIP Code

190203 - Consumer Merchandising/Retailing Management.

College

Business (02)

Academic Unit

School of Marketing, Analytics & Design

Is this program jointly administered?

No

What degree types are available for this undergraduate program?

Bachelor of Science (BS/HBS)

Campus Locations

Corvallis

Is this program currently or planned to be offered in hybrid format?

No

Will this program lead to professional licensure in any U.S. state or territory?

No

Program Relationships**Are all degree types and options (if applicable) available at all locations?**

Yes

Does this program use a pre/pro school model?

No

Does this program use an alternative admissions process or have grade/GPA standards that are different from the university minimum?

No

Does this major have options?

Yes

Select Options

Option Name
Dean's Academy Option
Sports Business Option

Is completion of an option required to earn the major?

No

Executive Summary

Executive Summary

Students in the Product and Merchandising Management program prepare for a variety of positions centered on researching, planning, and executing customer-right product assortments. Graduates can be found working for apparel, footwear, and hardline manufacturers as merchants who assist retailers in building product assortments, as product development coordinators who work with merchants and designers, as demand planners who predict what and how much product needs to be produced for a given season, and as product development support. They can also be found working for retailers as buyers who create on-trend product assortments, as planners who utilize data analysis to ensure the optimal product quantities are allocated to the locations and retail channels where shoppers expect them, as merchants who work with buyers and design teams to manage product inventories, as store managers who plan daily operations, and as visual merchandisers who execute the overall store environment and product displays.

Rename a Program

Explain how the academic program(s) or academic unit(s) current objectives, functions, and/or activities will change. Where applicable, address issues such as course offerings, program requirements, admission requirements, student learning outcomes and experiences, and how the advising structure and availability will be changed as a result of this proposal.

None of the academic program's objectives, functions or activities will change as a result of the name change.

Describe the extent to which affected faculty and staff support this change.

Program-specific curricular changes are vetted by the College of Business Undergraduate Program Committee (UPC). Proposals arrive at the UPC for consideration once they are approved by the program faculty via the appropriate school head. This proposal has been approved by the UPC.

If new resources will be required (e.g., for new faculty positions, graduate research/teaching assistants, facilities, equipment, etc.), explain where these resources will be coming from. Specify internal reallocation, Ecampus, college, OSU, federal, state, private, other funding sources or combination of funding sources.

No new resources required.

How will the proposed change to the academic program(s) or academic unit(s) support OSU's mission, vision, and goals?

In an effort to continuously improve our offerings, and supportive of OSU's Transformative Education goal, the name change addresses program currency. It highlights a competitive advantage of being a unique program offering that combines the strengths of both the BA and Design areas, addresses a potential gap in the undergraduate market, and better reflects industry trends and course content.

Describe the potential positive and negative impacts of the proposed changes on the academic program(s) and/or academic units(s) involved. Identify other OSU academic programs or academic units which might be affected, and describe the potential positive and negative impact on their mission and activities.

We have outreached to other OSU programs that include 'Product' in the title including the College of Engineering and the coordinator of the Outdoor Products program. They have indicated that they are okay with this proposed change. Positive impacts on the College of Business Merchandising Management group and Design and Business more broadly include attracting students who are looking for 'Product Management' content/curriculum at the undergraduate level.

Describe how the proposal will affect the long-range strategic goals and plans for the academic program(s) or academic unit(s). Compare with OSU's current strategic plan.

The proposal will not affect goals/plans of the academic unit except potentially increasing demand.

What is the current relationship of the proposed academic program(s) or academic unit(s) with other higher education institutions in Oregon? Describe how this relationship might be altered based on the proposed change.

There are no other merchandising management programs offered within a College of Business at other Oregon institutions. The name change will have no impact, except in potentially increasing demand, on relationships with community colleges who offer adjacent programs.

Describe how the proposed change will affect other constituencies outside of OSU (e.g., federal state, local, private).

No effect.

If the academic program is professionally accredited, identify the accrediting body and describe how the proposed change may affect accreditation.

Not applicable.

Information for the Catalog

How many total credits are required for completion of this program?

180

Catalog Description (this will display on the Overview tab in the Catalog)

Students in the Product and Merchandising Management program prepare for a variety of positions centered on researching, planning, and executing customer-right product assortments. Graduates can be found working for apparel, footwear, and hardline manufacturers as merchants who assist retailers in building product assortments, as product development coordinators who work with merchants and designers, as demand planners who predict what and how much product needs to be produced for a given season, and as product development support. They can also be found working for retailers as buyers who create on-trend product assortments, as planners who utilize data analysis to ensure the optimal product quantities are allocated to the locations and retail channels where shoppers expect them, as merchants who work with buyers and design teams to manage product inventories, as store managers who plan daily operations, and as visual merchandisers who execute the overall store environment and product displays.

Are you adding, removing or changing learning outcomes in this proposal?

No

Do all of the attached options use the same learning outcomes as the major? If yes, any changes to the major learning outcomes will also be made to the options.

No

Student Learning Outcomes (this will display on the Learning Outcomes tab in the Catalog)

Upon successful completion of the program, students will be able to:	
1	Explain how social, environmental, political, cultural, and economic systems, as well as geography relate to the planning, creation, production, merchandising, distribution, and consumption of textile, apparel, and footwear products and resulting company performance.
2	Apply market research skills throughout the line planning and development process to establish line direction in terms of color, style, materials, separates/coordinates balance, and pricing.
3	Development assortment plans that are in line with specific target markets, company location and/or selling format, marketplace trends, and performance goals.
4	Develop merchandise budgets and analyze and update budgets to meet company performance goals.
5	Use industry-relevant technology to formulate and communicate merchandising decisions.
6	Apply visual and promotional strategies across different selling formats that would potentially enhance company performance.

Requirements (this will display on the Requirements tab in the Catalog and be coded into MyDegrees)

The lower-division design core involves completion of courses within the first and second year that build a solid foundation for the upper-division merchandising curricula. The lower-division design core coursework may be completed at OSU or any accredited college or university that offers equivalent courses transferable to OSU. Students entering design programs should have basic art and illustration skills. ART 115 and ART 117 are highly recommended elective courses.

Code	Title	Credits
Summary of Requirements		
	Design Core	78
	Product and Merchandising Management Curriculum ¹	32
	Baccalaureate Core ²	49
	Unrestricted Electives ³	21
Total Credits		180

1

4 credits (1 course) of the Product and Merchandising Management curriculum satisfies a Bacc Core requirement

2

28 credits (8 courses) of the Bacc Core requirements are also part of the Design Core

3

Options and minors are available to provide specializations and fulfill elective credits

Design Core Curriculum

The design core curriculum provides students with a broad overview of design thinking and processes.

Code	Title	Credits
Foundations of Design ¹		
<i>Transitions</i>		
Students entering OSU as their first college experience will take the BA 16X series. Other students will complete BA 280 (or other transition course).		
BA 160 or BA 163 or BA 280	B-ENGAGED B-ENGAGED BUSINESS INSIGHTS	2-3
<i>Introduction to Business</i>		
Select one of the following with approval from your advisor:		6
BA 161 & BA 162	INNOVATION NATION--AWARENESS TO ACTION and INNOVATION NATION--IDEAS TO REALITY	
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z & BA 131	INTRODUCTION TO BUSINESS and MICROSOFT EXCEL	
<i>Art</i>		
ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
ART 204 or ART 205 or ART 206	*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES *INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE *INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	3
ART 367	*HISTORY OF DESIGN	3
<i>Communications</i>		
COMM 114 or COMM 111Z or COMM 218Z	*ARGUMENT AND CRITICAL DISCOURSE +*PUBLIC SPEAKING +*INTERPERSONAL COMMUNICATION	3-4
<i>Economics</i>		
ECON 201	+*INTRODUCTION TO MICROECONOMICS	4
<i>Mathematics</i>		
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
<i>Writing</i>		
WR 121Z	+*COMPOSITION I	4
WR 323 or WR 227Z	+*ADVANCED WRITING & ARGUMENTATION *TECHNICAL WRITING	3-4
Design Core		
BA 223 or BA 390	PRINCIPLES OF MARKETING ² PRINCIPLES OF MARKETING	4
BA 252	MANAGING INDIVIDUAL AND TEAM PERFORMANCE ²	4
BA 315	ACCOUNTING FOR DECISION MAKING	4
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
BA 361	IDEATION AND CREATIVE THINKING	4
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
DSGN 101	DESIGN FUNDAMENTALS	4
DSGN 121	COMPUTER AIDED DESIGN	3
DSGN 244	COLOR INNOVATION	4
DSGN 255	TEXTILES	4
DSGN 281	DRAWING AND SKETCHING	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
MGMT 364	PROJECT MANAGEMENT	4
MRKT 492	CONSUMER BEHAVIOR	4
<i>Experiential Learning</i>		
Complete a thesis, directed readings, projects, internship or study abroad: ³		2
Any COB 403 Thesis course (eg. DSGN 403)		
Any COB 405 Reading and Conference course (eg. DSGN 405)		
Any COB 406 Projects course (eg. DSGN 406)		
Any COB 410 Internship course (eg. DSGN 410)		

BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
Blueprint: Personal & Professional Development		
<i>Second Year</i>		
Third-year transfer students may be eligible to substitute BA 381 for second year Transitions and Blueprint.		
DSGN 253	PROFESSIONAL DEVELOPMENT	3
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
<i>Third Year</i>		
DSGN 311	FRAMING YOUR CAREER PLAN	1
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
<i>Fourth Year</i>		
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 412	FINANCIAL PLANNING I	1
DSGN 413	FINANCIAL PLANNING II	1
Total Credits		104-107

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Baccalaureate Core Course (BCC)

▲

Writing Intensive Course (WIC)

+

Core Education course. Applies only to students admitted to an OSU undergraduate degree from Summer 2025 onwards

1

The ART, COMM, ECON, MTH and WR courses listed meet the university's baccalaureate core requirements for Literature & The Arts, Western Culture, Science, Technology & Society, Speech, Social Processes & Institutions, Mathematics, and Writing. All students must meet the other Baccalaureate Core requirements and the other requirements for baccalaureate degrees

2

Courses require a grade of C or higher

3

Students may substitute any COB 004 Internship course (eg. BA 004) for the experiential learning requirement if they do not need an additional 2 credits to meet their 180 degree total

Product and Merchandising Management Curriculum

Code	Title	Credits
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT ¹	4
DSGN 330	▲FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 333	HISTORY OF CONTEMPORARY FASHION	4
DSGN 372	MERCHANDISE PLANNING AND CONTROL	4
DSGN 377	RETAIL AND MERCHANDISING ANALYTICS	4
DSGN 471	RETAIL ENVIRONMENT STRATEGIES	4
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	4
MRKT 495	RETAIL MANAGEMENT	4
Total Credits		32

1

Course requires a grade of C or higher

Sample Curriculum Plan (this will display on the Sample Plan tab in the Catalog and be added to a MyDegrees template)

First Year

Fall		Credits
BA 160	B-ENGAGED	3
MTH 111Z	▲*PRECALCULUS I: FUNCTIONS	4
Bacc Core: Science 1		4
Bacc Core: Cultural Diversity		3
Bacc Core: PAC		1
Credits		15

Winter		
BA 161	INNOVATION NATION-AWARENESS TO ACTION	3
DSGN 101	DESIGN FUNDAMENTALS	4
HHS 231	*LIFETIME FITNESS FOR HEALTH	2
WR 121Z	▲*COMPOSITION I	4

Bacc Core: Science 2		4
Credits		17
Spring		
ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
BA 162	INNOVATION NATION—IDEAS TO REALITY	3
COMM 111Z	+*PUBLIC SPEAKING	4
DSGN 121	COMPUTER AIDED DESIGN	3
Bacc Core: Science 3		4
Credits		17
Second Year		
Fall		
BA 252	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	4
DSGN 255	TEXTILES	4
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT	4
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3
Credits		16
Winter		
BA 223	PRINCIPLES OF MARKETING	4
DSGN 244	COLOR INNOVATION	4
DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
ECON 201	+*INTRODUCTION TO MICROECONOMICS	4
Bacc Core		3
Credits		16
Spring		
ART 204	*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES	3
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
DSGN 253	PROFESSIONAL DEVELOPMENT	3
DSGN 281	DRAWING AND SKETCHING	4
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Credits		15
Third Year		
Fall		
ART 367	*HISTORY OF DESIGN	3
BA 315	ACCOUNTING FOR DECISION MAKING	4
DSGN 311	FRAMING YOUR CAREER PLAN	1
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
Credits		16
Winter		
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 333	HISTORY OF CONTEMPORARY FASHION	4
DSGN 372	MERCHANDISE PLANNING AND CONTROL	4
Electives		3
Credits		16
Spring		
BA 361	IDEATION AND CREATIVE THINKING	4
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
DSGN 377	RETAIL AND MERCHANDISING ANALYTICS	4
MGMT 364	PROJECT MANAGEMENT	4
Experiential Learning		2
Credits		15
Fourth Year		
Fall		
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 471	RETAIL ENVIRONMENT STRATEGIES	4
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	4
MRKT 492	CONSUMER BEHAVIOR	4
Credits		13
Winter		
DSGN 412	FINANCIAL PLANNING I	1
MRKT 495	RETAIL MANAGEMENT	4
Electives		7
Credits		12
Spring		
DSGN 413	FINANCIAL PLANNING II	1

Electives		11
	Credits	12
	Total Credits	180

Letters of Support

External Letters of Support

Merchandising Management Program Name Change - Letter of Support 1.docx
 Merchandising Management Program Name Change - Letter of Support 3.docx
 Merchandising Management Program Name Change - Letter of Support 2.docx

Accessibility Form

Accessibility Guidelines

I have reviewed the listed documents

Faculty Guidelines

I have reviewed the listed documents

Information Technology Guidelines

I have reviewed the listed documents

By submitting this form, we affirm that we have reviewed the listed documents and will apply a good faith effort to ensure accessibility in curricular design, delivery, and supporting information.

Budget Information

Budget Worksheet and Narrative

Budget template from Product and Merchandising Management proposal (name change).xlsx

By pressing submit, you are requesting for the existing program to be terminated. A new SIS code will be assigned to the renamed program on approval of this proposal.

Acknowledge

Reviewer Comments

Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele) (Wed, 17 Jan 2024 21:37:07 GMT):

Rollback: Rollback to attach documents and make adjustments for the Rename proposal.

Lan Xue (Statistics, Professor) (lan.xue) (Thu, 01 Feb 2024 19:37:59 GMT): We feel that the course designated to replace ST243Z lacks a significant quantitative focus. This raises concerns, especially in today's data-driven world, where the demand for graduates with solid quantitative skills is on the rise. The proposed change has the potential to undermine the overall quantitative proficiency of students in this major.

Jessica Siegel (College of Science, Associate Dean for Academic Student Affairs) (jessica.siegel) (Thu, 01 Feb 2024 21:27:29 GMT): Concerns that the replacement course for ST 243Z does not meet the same learning objectives and is not a solid quantitative foundation in statistics that would be important for students. Would urge careful consideration with this change and discussion with the Statistics Department on what content in ST 243Z is not meeting the needs of the major to warrant this change.

Prem Mathew (College of Business, Associate Dean of Undergraduate Programs) (prem.mathew) (Fri, 02 Feb 2024 16:09:53 GMT): This is in response to the concerns from Statistics and CoS. The BANA 370 course was designed to provide a balanced training to students who wants to link a real world requirement to quantitative methods. In order to achieve that, the course covers not only the concepts of exploratory data analysis, descriptive statistics, sampling methods, covered in ST243Z , but also more advanced methods including linear/logistic regression, Naïve Bayes, decision tree, association rules, and K-mean cluster algorithm. The course focuses more on how to apply different quantitative methods under different scenario and how to evaluate the results obtained for that specific scenario. The course helps students gain proficiency of using software package to analyze data quantitatively. And students will also learn how to estimate the consequence of solutions created based on the analysis. We believe this course provides sufficient training for students in the Design program for analyzing data for the design purpose.

Chad Murphy (School of Management, Entrepreneurship Supply Chain, Associate Professor) (chad.murphy) (Fri, 02 Feb 2024 16:39:35 GMT): No concerns

Belinda Sykes (Office of the Registrar, Catalog Curriculum Coordinator) (belinda.sykes) (Fri, 16 Feb 2024 07:30:58 GMT): Please note, BANA 370 is in the process of being renumbered BANA 270.

Key: 518