

P12-203



THE FACULTY SENATE

December 19, 2011

MEMORANDUM

TO: Dr. R. Bowen Loftin, President

FROM: Michael Benedik, Speaker *M. Benedik*

SUBJECT: Approval of Undergraduate Curriculum Committee Item (FS.29.95)

At its regular meeting on December 12, 2011, the Faculty Senate approved the following curriculum item from the Undergraduate Curriculum Committee. The Faculty Senate submits it for your approval. Attached is a copy of the material sent to our Senators.

UNDERGRADUATE CURRICULUM COMMITTEE
Special Consideration
Mays Business School
 Department of Marketing
 Request for a new Certificate in Retailing

Thank you for your time and consideration. Please inform me of your action on this matter.

Attachment

cc: Karan Watson
 Pamela Matthews
 Antonio Cepeda-Benito
 Sandra Williams
 Jerry Strawser

Approved: Reviewed:

R. Bowen Loftin

R. Bowen Loftin, President

2/3/12

Date



19. Special Consideration

Mays Business School

Department of Marketing

Request for a new Certificate in Retailing

Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
♦ Proposal Checklist ♦

Requested by the Department or Unit of: Marketing

Program Type, Level, Designation, Title, Description, Hours

Program Type Certificate Program Degree Program
 Program Level Undergrad Certificate Grad Certificate Bachelor Master Doctoral

Degree Designation (i.e., BS, BA, MA, MS, MAg, Med, PhD, EdD, etc.) _____

Title of proposed program: Certificate in Retailing

Proposed CIP Code (if known): _____

Brief program description (provide a catalog description for undergraduate and graduate certificates):

The Certificate in Retailing complements the student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in retailing. This certificate provides an educational curriculum that develops the skill sets of the whole person, a necessity for students planning to become leaders in America's second largest industry. The curriculum emphasizes retail math, vendor relations, principles of merchandising, retail concepts, and store operations. The internship teaches lessons the classroom cannot – the intricacies of retail operations, the challenges of managing a team, the role of analysis in buying and forecasting, and the joy of exceeding customers' service expectations. In the Student Retailing Association, students refine professional skills including networking, leadership, and career preparation.

Minimum program semester credit hours (SCH) *Certificates - 12 hours** *Bachelors - 120 hours* *Masters - 30 hours*

Proposed program hours: 12 _____ _____

*12 hours minimum to appear on transcript

Off-Campus or Distance Delivery

% of Program a student can take off-campus or through Distance Education	<u>Program Start Date</u>	<u>SACS Approval**</u>	<u>When Provost needs to inform SACS</u>
<input type="checkbox"/> 25%	_____	Notification Only	-----
<input type="checkbox"/> 50%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 80%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 100%	_____	Approval Required	6 months before first day of program

**Notification letter arranged through the Assistant Provost and sent by TAMU President.

Program Delivery Mode

<input checked="" type="checkbox"/> On-campus	Location <u>Mays Business School</u>
<input type="checkbox"/> Broadcast / TTVN	_____
<input type="checkbox"/> Specific off-campus location***	_____
<input type="checkbox"/> Distance Education / Internet	In-State <input type="checkbox"/> Out-of-State <input type="checkbox"/> Start Date _____
<input type="checkbox"/> Out-of-Country	Will this program be offered with another institution? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, contact Assistant Provost for additional reporting requirements.

***Is this an approved SACS location? Yes No If no, a program prospectus must be sent to SACS.

Approved locations as of September 2009: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, Dubai (EMBA)



Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
♦ Proposal Checklist ♦

Program Funding

Has program funding been finalized at the department or college level? Yes No

If no, explain or attach budget: _____

Will new costs for the first five years of the program be under \$2 million? Yes No

If new costs exceed \$2 million, coordinating board approval is required.

Submitted by (Contact Person):

Janet T. Parish

jparish@mays.tamu.edu

Name

Email

Assistant Department Head

Department of Marketing

979-845-1067

Title

Phone

Certification Statement

By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

Use additional signature lines if program is between three or more departments or colleges.

P. Varadarajan 10/17/11
 Signature, Department Head or Interdisciplinary Program Chair Date

P. Varadarajan

Typed or Printed Name

 Signature, Department Head or Interdisciplinary Program Chair (if joint program) Date

Typed or Printed Name

[Signature]
 Chair, College Review Committee Date

 Chair, College Review Committee Date

[Signature]
 Dean of College Date

 Dean of College Date

NA
 Chair, University Curriculum Committee or Graduate Council Date

 Chair, University Curriculum Committee or Graduate Council Date

Additional Approvals Required: Faculty Senate and President.

New Program Request Form for Certificate Programs, Bachelor's and Master's Degrees

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Administrative Information

1. Institution:

Texas A&M University – College Station

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):

Certificate in Retailing

3. Proposed CIP Code:

4. Brief Program Description – Describe the program and the educational objectives:

Number of Semester Credit Hours Required: 12

The Certificate in Retailing complements the student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in retailing. This certificate provides an educational curriculum that develops the skill sets of the whole person, a necessity for students planning to become leaders in America's second largest industry. The curriculum emphasizes retail math, vendor relations, principles of merchandising, retail concepts, and store operations. The internship teaches lessons the classroom cannot – the intricacies of retail operations, the challenges of managing a team, the role of analysis in buying and forecasting, and the joy of exceeding customers' service expectations. In the Student Retailing Association, students refine professional skills including networking, leadership, and career preparation.

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

The Department of Marketing within Mays Business School

6. Proposed Implementation Date – Report the first semester and year that students would enter the program:

Fall 2012

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: Janet T. Parish
 Title: Assistant Department Head, Department of Marketing
 E-mail: jparish@mays.tamu.edu
 Phone: 979-845-1067

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.
- B. Student Demand – Provide short- and long-term evidence of demand for the program.
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. (*Include majors only and consider attrition and graduation.*)

YEAR	1	2	3	4	5
Headcount	30	60	90	120	150
FTSE	360	720	1080	1440	1800

II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. (*Modify the table as needed; if necessary, replicate the table for more than one option.*)

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	
Required Courses (choose 2): MKTG 325 MKTG 326 MKTG 425 MKTG 489/426	6
Prescribed Electives (choose 2): MKTG 335 MKTG 345 MKTG 347 MKTG 438 MKTG 440 MKTG 442 MKTG 489/445 MKTG 447 MGMT 373 MGMT 461	6
Free Electives	
Other (<i>Specify, e.g., internships, clinical work</i>) Internship Participation in Student Organization	(if not included above)
TOTAL	12

The certificate is open to all majors in Mays Business School. Students will submit a declaration of intent form to the marketing department and their progress through program requirements will be monitored by the advising staff.

- B. **Curriculum** – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*

Prefix and Number	Required Courses (choose 2)	SCH
MKTG 325	Retailing Concepts & Policies	3
MKTG 326	Strategic Retailing	3
MKTG 425	Retail Merchandising	3
MKTG 489/426	Advanced Retail Case Competition	3

Prefix and Number	Prescribed Elective Courses (choose 2)	SCH
MKTG 335	Personal Selling	3
MKTG 345	Alternative Media, Public Relations, and Sales Promotion	3
MKTG 347	Advertising & Creative Marketing Communications	3
MKTG 438	Strategic Internet Marketing	3
MKTG 440	Services Marketing	3
MKTG 442	Innovation and Product Management	3
MKTG 489/445	Advertising Account Planning	3
MKTG 447	Advertising Procedures	3
MGMT 373	Managing Human Resources	3
MGMT 461	Entrepreneurship & New Ventures	3

	TOTAL SCH	12
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An internship in the retailing industry is required.

The internship must be for a minimum of 300 hours over 15 weeks or fewer. Academic credit is not required for the internship. However, no more than 20% of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The internship and hired student must comply with all company regulations, health & safety conditions, and legal requirements.

Internship Objectives:

Apply academic knowledge in a supervised work environment

Build contacts

Develop professional competencies

Increase understanding of career paths in marketing

Active participation in the associated student organization, Student Retailing Association, is required. Participation points are earned through various programs and are verified by the organization advisor. Financial aid is available by application through the Department of Marketing.

Students must complete 12 hours of coursework, six hours of required courses and six hours of prescribed elective courses, and earn a grade of 'B' or better in each certificate course as well as an overall GPA of 3.0 by graduation.

- C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. (*Add and delete rows as needed.*)

All courses for the new certificate program are currently offered and taught by existing faculty in the Department of Marketing.

Fall 2011 faculty currently include:

24 Tenured/Tenure-track Faculty

- 10 Professors
- 3 Associate Professors
- 4 Assistant Professors
- 3 Clinical Associate Professors
- 1 Professor of Practice
- 1 Senior Lecturers
- 2 Lecturers

Note: 21 members of the total faculty have Ph.D. degrees

Name of Core Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Bridges, Cheryl Professor of Practice Director of Center for Retailing Studies	B.S. in Music Texas Woman's University	MKTG 425	75%
Lampo, Sandi Senior Lecturer	Ph.D. in Marketing Texas A&M University	MKTG 326 MKTG 489/426	25%
Zimmer, Mary Clinical Associate Professor of Marketing	Ph.D. in Marketing The University of Texas at Austin	MKTG 325	20%

- D. Students – Describe general recruitment efforts and admission requirements. In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Students are recruited for the Certificate in Retailing in classes at the beginning of each semester; at Mays and TAMU open houses; at the Student Retailing Association meetings; one-on-one meetings with the student and sometimes with parents on campus. Some strategies to retain students in the program are to offer counseling by appointment and on request, and by involving all students in CRS activities such as the Retailing Summit and executive guest lecturers' visits.

- E. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

The Texas A&M University Libraries, and its West Campus Library business facility, is well positioned to support a certification in Retailing. The Libraries hold over 1,800 titles in the library catalog relating to retail trade. The libraries have holdings of over 130 electronic and print periodicals that address the various forms and aspects of retail trade. Additionally, the West Campus Library provides access to 10 key marketing and retailing databases in the R.C. Barclay Reference and Retailing Resources Center, including Product Launch Analytics.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

Existing Wehner classrooms and administrative offices will be used to support this program.

- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

Not Applicable for this Certificate

- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

Evaluations are done in the classroom based on assessment tools and out of the classroom by companies and supervisors for whom the students work during internships. Participation in the Student Retailing Association is evaluated based on points they earn for involvement in the organization's activities.

III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

No additional costs will be incurred for this certificate program.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴	\$0
Total Costs	\$0	Total Funding	\$0

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

 Chief Executive Officer

 Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I approve the program.

 Board of Regents (Designee)

 Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

 Board of Regents (Designee)

 Date

Sandra Williams

From: Matthews Pamela R <p-matthews@tamu.edu>
Sent: Tuesday, June 26, 2012 5:56 PM
To: Mark Zoran
Cc: Corley, Jana L; Thomas, Brenda H; Sandra Williams; Newman Linda M; Joseph P Pettibon II
Subject: RE: FS.29.95 and FS.29.96
Signed By: p-matthews@tamu.edu

Thanks, Mark. We appreciate the e-vote.

pm

From: Mark Zoran [<mailto:zoran@bio.tamu.edu>]
Sent: Tuesday, June 26, 2012 4:01 PM
To: Matthews Pamela R
Cc: Corley, Jana L; Thomas, Brenda H; Sandra Williams; Newman Linda M; Joseph P Pettibon II
Subject: Re: FS.29.95 and FS.29.96

Pam (and all),

Sorry about the last early and empty email. This is to inform you that the Graduate Council has reviewed and approved these two Faculty Senate items.

Best,

Mark J. Zoran
Chair, Graduate Council
Texas A&M University
College Station, TX 77843-3257
Tel. 979-458-8001

From: Mark J Zoran <zoran@bio.tamu.edu>
Date: Tue, 26 Jun 2012 15:58:53 -0500
To: Pamela Matthews <p-matthews@tamu.edu>
Cc: "Corley, Jana L" <jana-corley@tamu.edu>, Brenda Thomas <brenda-thomas@tamu.edu>, Sandra Williams <SWilliams@oar.tamu.edu>, Linda M Newman <newman@tamu.edu>, <jpp2@tamu.edu>
Subject: Re: FS.29.95 and FS.29.96

From: Brenda Thomas <brenda-thomas@tamu.edu>
Date: Fri, 15 Jun 2012 20:10:01 +0000
To: "mjzoran@tamu.edu" <mjzoran@tamu.edu>, "Corley, Jana L" <jana-corley@tamu.edu>
Subject: FW: FS.29.95 and FS.29.96

Is it possible to get a vote from GC for these certificates. Mays Business School would like for these to go in the catalog.

Thanks.

Brenda

Brenda H. Thomas
Director
Office of Graduate Studies
Texas A&M University
302 J. K. Williams Administration Bldg.
1113 TAMU
College Station, Texas 77843-1113
(979) 845-3631
FAX: (979)845-1596

From: Newman Linda M
Sent: Friday, June 15, 2012 12:03 PM
To: Thomas, Brenda H
Cc: Matthews Pamela R; Sandra Williams
Subject: FS.29.95 and FS.29.96

Brenda,

Sandra Williams has just alerted us that it appears the attached items, FS.29.95 and FS.29.96, were not approved by the Graduate Council although they have been approved by the Faculty Senate. Dr. Matthews has asked that I check to find out if it is possible to expedite the approval from the Graduate Council by email so that the certificates can be added to the catalog?

I will be out this afternoon, but will be back in the office on Monday, June 18. I look forward to your response.

Many thanks!
Linda

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Linda Newman
Office of the Provost
Texas A&M University

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Welcome to Aggieland