

MICHIGAN STATE UNIVERSITY

December 10, 2004

MEMORANDUM

TO: Dr. June Youatt, Assistant Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Assistant Provost for Academic Services and
Registrar

RE: Request to add Admission as a Junior Requirements for the Bachelor of
Science Degree in Retailing (formerly Merchandising Management)

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP). The College of Human Ecology, Department of Human Environment and Design is transferring its undergraduate program in merchandising management to the College of Communication Arts and Sciences, Department of Advertising, Public Relations, and Retailing. The department is requesting to add Admission as a Junior requirements to the undergraduate program in retailing.

Please ask the UCAP to consider the request referenced above at its meeting on January 13, 2005. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

The academic program request referenced above will be included on the agenda for the January 13, 2005 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on January 13 will be before the Full Committee, UCC, for action on February 3, 2005. Requests that are approved by the Full Committee on February 3 will be included in the February 22, 2005, Report of the UCC to the Academic Council.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Request for a New Academic Program form dated November 30, 2004; Bachelor of Science Degree in Retailing and attachments.

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UNIVERSITY
CURRICULUM
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COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the administrative responsibility for the **Bachelor of Science** degree in **Merchandising Management** from the Department of Human Environment and Design to the Department of Advertising, Public Relations, and Retailing.

Effective Summer 2005.

2. Request to change the name of the major leading to the **Bachelor of Science** degree in **Merchandising Management** to **Retailing**.

Effective Summer 2005.

3. Request to change the requirements for the **Bachelor of Science** degree in **Retailing** in the Department of Advertising, Public Relations, and Retailing as updated on page 11 of the March 18, 2003 Report of the UCC to the Academic Council to the following. The University Committee on Academic Policy (UCAP) will consider this request at its January 13, 2005 meeting.

- (1) Add the following **Admission as a Junior** statement:

Enrollments in the retailing program are limited. In addition to the University and College requirements, the minimum criteria for admission as a major in retailing are:

1. Completion of Retailing 261, Economics 201 and Computer Science and Engineering 101 or 131 with a combined minimum grade-point average of 2.00.
2. To be considered for admission, upper-division students transferring from another institution must have completed the required courses referenced above for admission as a junior, with a combined minimum grade-point average of 2.00. If one of the required courses is equivalent to Retailing 261, then the individual course grade must be 2.00 or better.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs in the College of Communication Arts and Sciences.

- (2) Under the heading **Requirements for the Bachelor of Science Degree in Retailing** make the following changes:

- (a) Change item 1. to the following:

The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits are required for the Bachelor of Science degree in Retailing.

The University's Tier II writing requirement for the Retailing major is met by completing Retailing 362, 371, 465, and 481.

- (b) Change item 2. to the following:

The requirements of the College of Communication Arts and Sciences for the Bachelor of Science degree.

- (c) Change item 3. a. to the following:

All of the following courses in the Department of Advertising, Public Relations, and Retailing:

RET	261	Introduction to Retailing	3
RET	362	Human Resources and Professional Practice in Retailing	3
RET	363	Promotional Strategies in Retailing	3
RET	371	Merchandise Planning and Buying	4

RET	373	Retail Entrepreneurship	3
RET	460	Retail Information Systems	4
RET	465	International Retailing	3
RET	471	International Buying and Product Development	3
RET	481	Retail Strategy Analysis	3

Effective Summer 2005.

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