

**MICHIGAN STATE
UNIVERSITY**

August 20, 2010

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request to Phase Out and Discontinue the Bachelor of Science Degree
in Retailing

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

The request referenced above is being sent to the University Committee on Academic Policy (UCAP) in accordance with the *Bylaws for Academic Governance*, 4.4.

UCAP Response Requested:

Please ask the UCAP to consider the request referenced above and provide consultative commentary. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to UCAP members.

After receiving UCAP's consultative response, the Provost will make a determination to discontinue or not to discontinue this program. If the Provost determines that the program will be discontinued, the request will be forwarded to the University Committee on Curriculum for deletion of curriculum and degree requirements.

If you have any questions, please call Joy Speas, University Curriculum Administrator at 5-8420.

Thank you.

Attachments:

1. Request for a Change in an Academic Program form dated March 3, 2010: Bachelor of Science Degree in Retailing and attachments.
2. Student Enrollments by Program; Student Awards by Programs (for the request referenced above).

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**University
Curriculum and
Catalog**

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COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to delete the curriculum and degree requirements in the **Bachelor of Science** degree in **Retailing** in the Department of Advertising, Public Relations and Retailing. The University Committee on Academic Policy (UCAP) will provide consultative commentary to the Provost after considering this request at its September 16, 2010 meeting. The Provost will make a determination after considering the consultative commentary from the University Committee on Academic Policy.

No new students are to be admitted to the program effective Spring 2010. No students are to be readmitted to the program effective Spring 2010. Effective Fall 2015, coding for the program will be discontinued and the program will no longer be available in the Department of Advertising, Public Relations and Retailing. Students who have not met the requirements for the Bachelor of Science degree in Retailing through the Department of Advertising, Public Relations and Retailing prior to Fall 2015 will have to change their major.

View a Program		Main Menu
Stephanie Smith, RO		Wednesday, 3/3/2010
Program Name: Retailing Degree: BS Sequence Number: 5		Program Request ID: 1709
Effective Dates: Fall 2015 Status: Interim Initial Action: Deleted		
Requested Date: 3/2/2010 3:51:57 PM		
1. Department/School/College:		
10022 Department of Advertising, Public Relations and Retailing		
2. Name of Program:		
Retailing		
3. Name of Degree:		
BS		
4. Type of Program:		
5. Effective Start Semester:		
Fall 2015		
Effective End date:		
Fall 2015		
Will the proposed change(s) have a negative impact on students? If so, which ones?:		
The discontinuation will not have a negative impact on any currently enrolled students. All currently enrolled students will be given an opportunity to complete their degree.		
Describe impact and explain what accommodations will be made:		
<p>A moratorium currently exists on the RET bachelor's degree program. All currently enrolled RET students will be given an opportunity to complete their degree before the proposed program discontinuation date. Academic advisors have prepared individual advising plans for every student who has declared or made a preference for RET as their undergraduate major. Each student will be encouraged to make an appointment with their adviser to review their individual plan (and approximately 80% have already done this). Additionally, we will work with students during the annual enrollment process to build individual schedules. Further, students who left MSU before completing the program will be contacted and will be asked to contact the CAS Office of Student Affairs and Advising if they are interested in completing their program.</p>		
Reason(s) for change(s):		
<p>The College of Communication Arts and Sciences is seeking discontinuation of the Retailing undergraduate degree as part of the budget restructuring process mandated by the Provost's Office. Discontinuation is being sought for the following reasons: 1. The Retailing program is a weak fit with the core vision and long-term strategic goals of the College of Communication Arts and Sciences. 2. It is a small program compared to other programs within CAS. Enrollment in the undergraduate degree program has decreased 36% in 5 years. The decrease in undergraduate enrollment can be explained by a few factors. First, entrance as junior requirements were added to be consistent with their new department (renamed</p>		

Advertising, Public Relations and Retailing). Further, prior to joining the College of Communication Arts and Sciences, RET did not have a required major GPA to graduate. Once RET came over to CAS from Human Ecology in 2005, it shifted to the college's requirements which included requiring a 2.0 in the major to graduate. In addition to those academic expectations, the number of incoming students with a retailing preference has also decreased. For summer of 2009, prior to any announcement regarding moratorium or discontinuance, there were only 12 incoming retailing students. (12 out of 489 or 2% of incoming students were retailing.) 3. The program has not been integrated into other programs in CAS. Undergraduate retailing students take some classes from their department, but very few take coursework from other units in the College. In addition, few students from other units in CAS take courses in retailing. 4. Faculty has not demonstrated significant success in pursuing and obtaining grant support despite consistent directives over the past five years to obtain external research support to enhance both scholarship and funding opportunities for students. The average enrollment across five years (fall semesters) is 244 (with current enrollment at 204). A number of meetings have been held to discuss discontinuance. Meetings have taken place with RET faculty, faculty from each of the other units in CAS, a RET student leader, CAS Alumni Board, College Advisory Council, and Chairs of all departments in CAS. In consultation with the RET student leader, email correspondence has occurred with all RET undergraduates that provided process information as well as invited them to meet with us should they prefer to do so. Additional Information: There are a number of degree program options that would be alternatives for those students who otherwise would have pursued RET, including Advertising, Communication, and Marketing, Supply Chain, as well as the Sales Communication Specialization. Though it has been stated by some retailing faculty and some retailing alums that students could take coursework in other programs and be successful in pursuing a career in retailing, the College would like to retain key content from the retailing program to provide future students in other majors an opportunity to pursue this field. The Food Industry Management undergraduate degree program requires one retailing course (RET 460, Retailing Information Systems). Additional retailing course work is listed as part of a series of suggested electives from multiple units. We will work with the College of Agriculture and Natural Resources to determine how best to move forward regarding this coursework.

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Advertising, Public Relations and Retailing
3/3/2010 9:59:49 AM by Rick Cole for Richard T. Cole, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
3/3/2010 10:09:18 AM by Janet Lillie for Janet Lillie, Assistant Dean

DEPARTMENT of ADVERTISING, PUBLIC RELATIONS, and RETAILING

Richard T. Cole, Chairperson

The Department of Advertising, Public Relations, and Retailing links the fields of communication and commerce. The focus on global and research-based practices in these industries is unique to Michigan State University. It is the mission of the department to provide leadership to the respective industries through world-class programs that emphasize the importance of research, outreach and teaching excellence. Graduates of these department programs will be prepared to plan, implement and evaluate promotional and retailing strategies. Students will be well-versed in theories from the social sciences, particularly in economics/business, so that they are able to innovatively analyze, diagnose and solve managerial and creative problems. In addition, the undergraduate programs in the department provide the foundation for the Master of Arts degree programs in advertising and in public relations, ~~for the Master of Science and Doctor of Philosophy degree programs in retailing, and for the Doctor of Philosophy degree program in a variety of interdisciplinary doctoral programs in the College of Communication Arts and Sciences.~~

UNDERGRADUATE PROGRAMS

^{one} ~~Two~~ undergraduate majors ^{are} ~~are~~ offered in this department: advertising ~~and retailing~~. In addition, a Specialization in Public Relations is available.

ADVERTISING

The undergraduate program in advertising is designed to assist students in acquiring the knowledge and skills which will help them to qualify for careers in advertising and public relations. Such careers are possible with manufacturers, advertising and public relations agencies, the mass media, government, various nonprofit organizations and many other sectors of the economy. Since a graduate degree often is important to long-term success in such careers, the undergraduate program is designed also to prepare qualified students for graduate studies in advertising, public relations and related fields.

The program stresses flexibility and broad perspectives. The intellectual disciplines underlying advertising cut across the arts and sciences. Central to the field is the study of communication and other behavioral sciences, marketing and other business subjects, the creation and production of advertising messages, the selection and use of the media and the allocation of resources to advertising and public relations programs. Course work is designed to provide knowledge of principles basic to all advertising and public relations activities, allow for advanced study in areas such as creative, managerial, media, and research specializations, and to assure the richest possible background to prepare the student for meeting individual and social responsibilities.

The majority of each student's course work provides a broad general education for advertising and public relations in areas such as English and the humanities, natural sciences, economics, behavioral sciences, and marketing and business administration. About one-fourth to one-third of each degree program consists of courses in advertising, including advertising management, consumer research, copy writing, media planning, and social responsibility.

The State News, other local media, retailers, and advertisers in the Lansing area offer opportunities to obtain experience in planning and preparing advertising. Summer work in advertising and related fields often is available with media, manufacturers and advertising and public relations agencies in Detroit, Chicago, New York, Los Angeles and other cities. Opportunity for study and work in other countries is available through study abroad and the International Advertising Association. The Michigan State University Advertising Association has special activities for students, as do the Public Relations Student Society of America (PRSSA). Student teams regularly enter the American Advertising Federation national advertising campaign competition, as well as the PRSSA Bateman competition.

Admission as a Junior

Enrollments in the Advertising program are limited. In addition to the university and college requirements, students must complete Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade-point average of 2.00.

To be considered for admission, upper-division students transferring from other institutions must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00.

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

Admission to a Second Bachelor's Degree Program or an Additional Major

The ability of the Advertising program to accommodate students seeking admission to a second bachelor's degree program or an additional major is limited. At a minimum, these students must meet the same requirements as for admission to the advertising major as a junior.

Requirements for the Bachelor of Arts Degree in Advertising

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

The University's Tier II writing requirement for the Advertising major is met by completing Advertising 486. That course is referenced in item 3. a. below.

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

3. The following requirements for the major. Not more than 45 Advertising credits may be earned in the major.

	CREDITS
a. All of the following Advertising core courses:	12
ADV 205 Principles of Advertising	4
ADV 375 Consumer Behavior	4
ADV 486 Integrated Campaigns	4
The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.	
b. One of the following concentrations (18 credits):	
Creative	
1. The following course (3 credits):	
ADV 450 Advertising Portfolio Development	3
2. Complete 15 credits from the following:	
ADV 220 Creative Processes in Advertising	3
ADV 322 Copy Writing and Art Direction	3
ADV 324 Introduction to Creative Media	3
ADV 326 Advanced Creative: Media I	3
ADV 354 Interactive Advertising Design	3
ADV 428 Advanced Creative: Media II - Branding	3
Management	
1. The following course (3 credits):	
ADV 475 Advertising and Society	3
2. Complete 15 credits from the following:	
ADV 275 Integrated Strategy	3
ADV 330 Advertising Management	3
ADV 334 International Advertising	3
ADV 340 Advertising and Public Relations Research Methods	3
ADV 342 Accounting Planning	3

- ADV 350 Advertising Media Planning and Strategy 3
 - ADV 352 Media Sales 3
 - ADV 354 Interactive Advertising Design 3
 - ADV 430 Social Marketing: Theory and Practice 3
 - ADV 436 Promotions and Scholarships 3
 - ADV 456 Interactive Advertising Management 3
 - c. Advertising electives: Additional credits in Advertising courses as needed to meet the requirement of 30 credits but not more than 41 credits of Advertising courses in the major.
 - d. The following required courses in other departments: 28 to 30
 - ACC 201 Principles of Financial Accounting 3
 - or
 - ACC 230 Survey of Accounting Concepts 3
 - CSE 101 Computing Concepts and Competencies 3
 - or
 - CSE 131 Technical Computing and Problem Solving 3
 - EC 201 Introduction to Microeconomics 3
 - EC 202 Introduction to Macroeconomics 3

 - ADV 225 Writing for Public Relations 3
 - or
 - CAS 299 Media Writing 3
 - MKT 327 Introduction to Marketing 3
 - PSY 101 Introductory Psychology 4
 - An additional writing course approved by the Department of Advertising, Public Relations, and Retailing 3 or 4
 - An additional literature course approved by the Department of Advertising, Public Relations, and Retailing 3 or 4
 - Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.
 - e. A minimum of 12 additional credits, in addition to the required courses in other departments listed above, must be completed in any combination from the following departments or programs: anthropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre.
- Only credits in courses graded on the Numerical or Pass-No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.

RETAILING

Retailing majors study the retail industry and related businesses. Students learn to analyze and respond to consumer needs through effective business strategies; decision making is taught through state-of-the-art computer applications, case studies, industry projects and internship experiences. The program prepares students for careers with a broad range of opportunities. Graduates are recruited for positions in buying/procurement, store management, merchandise coordination, merchandise planning/analysis, customer services, human resource management, product development, product management, marketing research, and franchising. Other career opportunities include positions as catalog managers and account executives for consumer product firms. The program has a national reputation for its international retailing focus. Fundamental retailing courses are supported by a business cognate with courses in economics, finance, marketing, management, and accounting.

Students may elect to participate in a study abroad experience from the many opportunities at Michigan State University, including two specifically designed for retailing majors: Retail Distribution in Russia and Poland and Retail Management in the Netherlands. Students may also receive up to 8 internship credits for a supervised management experience that complements required courses in the major. The Michigan State University Retailing Association is a student organization that allows students to participate in a variety of opportunities that explore business and retail careers. Activities and events that enhance the educational experience and provide in-depth insight into the professional areas are planned throughout the year.

Admission as a Junior

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 2.0 or better.

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

Requirements for the Bachelor of Science Degree in Retailing

1. 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. Those courses are referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Science and Bachelor of Arts degrees.
3. The following requirements for the major:

		CREDITS
a.	All of the following courses in the Department of Advertising, Public Relations, and Retailing:	32
	ADV 375 Consumer Behavior	3
	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
b.	The following courses outside the Department of Advertising, Public Relations, and Retailing:	24
(1)	The following course:	
	CSE 101 Computing Concepts and Competencies	3
	Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.	
(2)	The following Business Cognate:	
	ACC 201 Principles of Financial Accounting	3
	OR	
	ACC 230 Survey of Accounting Concepts	3
	EC 201 Introduction to Microeconomics	3
	EC 202 Introduction to Macroeconomics	3
	FI 320 Introduction to Finance	3
	Or	
	ABM 435 Financial Management in the Agri-Food System	3
	GBL 323 Introduction to Business Law	3
	MGT 325 Management Skills and Processes	3
	MKT 327 Introduction to Marketing	3

SPECIALIZATION IN PUBLIC RELATIONS

The Specialization in Public Relations, which is administered by the Department of Advertising, Public Relations and Retailing, is available to students majoring in Advertising, Communication, Environmental Studies and Agriscience with a concentration in communication, Journalism, James Madison, and Retailing. Limited enrollment may be made available to other majors. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree.

The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organiza-

tional settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, campaigns and cases, public relations strategies, portfolio development, and public relations ethics.

Students are eligible to apply for the specialization if they:

1. are of sophomore standing or higher;
2. have an overall grade-point average of 3.0;
3. have successfully completed Advertising 260;
4. have successfully completed Advertising 225 or Communication Arts and Sciences 299 or Journalism 200 or Journalism 205.

To apply, students must submit an application stating their interest in the specialization. Applications are due by the tenth week of the semester. If the number of applicants meeting the basic qualifications exceeds the number of spaces available, selection will include evaluation of an interest statement and academic performance in prerequisite classes. Students will be notified of the decision after the completion of the semester.

Requirements for the Specialization in Public Relations

The students must complete the following (15 to 20 credits):

- | | |
|---|---------|
| 1. All of the following courses: | 9 or 10 |
| ADV 325 Public Relations Techniques and Ethics | 3 |
| ADV 425 Public Relations Strategy | 3 |
| COM 200 Methods of Communication Inquiry | 4 |
| Students majoring in Journalism should take Statistics and Probability 200 (3 credits) in place of Communication 200. | |
| 2. One of the following courses: | 4 |
| ADV 486 Integrated Campaigns | 4 |
| COM 475 Communication Campaign Design and Analysis (W) | 4 |
| 3. Complete 2 to 6 credits from the following: | 2 to 6 |
| ADV 402 Public Relations Topics in Advertising | 1 |
| COM 402 Public Relations Topics in Communication | 1 |
| JRN 402 Public Relations Topics in Journalism | 1 |
| RET 402 Public Relations Topics in Retailing | 1 |

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Department of Advertising, Public Relations and Retailing in the College of Communication Arts and Sciences and request certification for the specialization. After the certification is approved by the college, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

GRADUATE STUDY

The Department of Advertising, Public Relations, and Retailing offers professional graduate programs leading to the Master of Arts degrees in both Advertising and Public Relations, the Master of Science and Doctor of Philosophy in Retailing, and participates in the doctoral program in Media and Information Studies.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in accordance with the regulations of the university and the college.

Master of Arts

The department offers two programs leading to the Master of Arts degree: one in advertising and one in public relations. Both programs provide an intensive professional preparation for careers in these fields. Course work focuses on the general principles and practices underlying all advertising and public relations activities, as well as specialized areas of advertising such as management, media planning, consumer behavior, or research.

The master's degree programs are available under either Plan A (with thesis) or Plan B (without thesis). By registration week of the semester preceding the semester of graduation, each student must have chosen to complete the Plan A or Plan B requirements.

Requirements for the degree include course work in other academic units within the university. Concepts and analytical techniques derived primarily from the behavioral sciences and business administration are especially important. The student's master's degree program must be approved by the student's academic advisor.

Only course work that does not apply to degree requirements may be taken on a credit-no credit or pass-no grade basis.

In addition to meeting the requirements of the university and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

Admission to departmental programs is determined by an evaluation of information regarding the applicant's academic record, goals and motivation, experience, personal references, and other items submitted as indicators of intellectual, creative, and administrative capabilities. The Graduate Record Examination (GRE) General Test is also required. The Graduate Management Admission Test (GMAT) is not required, but scores on this test may be submitted.

Although evidence other than grades influences the admission decision, the Department uses the following guidelines: students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better may be admitted to regular status; students whose grade-point averages are 3.00 to 3.24 may be admitted to provisional status; and students whose grade-point averages are below 3.00 are rarely admitted.

A background in advertising and/or public relations, either from experience or from undergraduate study, is needed before students can begin graduate study. Students without adequate background will be required to remedy significant deficiencies through collateral course work or individual study.

Because of the sequencing of graduate-level courses, it is best if students who have had significant undergraduate course work in advertising or public relations enter the program in the fall semester. Students who need to do preparatory work for the program should enroll the preceding spring or summer semester.

ADVERTISING

Requirements for the Master of Arts Degree in Advertising

At least 30 credits are required for the degree under either Plan A or Plan B.

	CREDITS
Requirements for Both Plan A and Plan B:	15
1. All of the following courses:	
MSC 805 Marketing Management	3
ADV 823 Consumer Behavior	3
ADV 828 Advertising and Promotion Management	3
ADV 865 Advertising and Society	3
ADV 875 Advertising and Public Relations Research	3
Additional Requirements for Plan A:	15
1. The following course (4 to 8 credits):	
ADV 899 Master's Thesis Research	4 to 8
2. Additional credits from the courses listed below, or in other courses, as approved by the student's academic advisor (7 to 11 credits):	
ADV 846 Management of Media Programs	3
ADV 870 International Advertising	3
ADV 890 Independent Study	1 to 6
Additional Requirements for Plan B:	15
1. Fifteen additional credits from the courses listed below, or in other courses, as approved by the student's academic advisor:	
ADV 846 Management of Media Programs	3
ADV 870 International Advertising	3
ADV 890 Independent Study	1 to 6

The final certifying examination is a written examination.

PUBLIC RELATIONS

**Requirements for the Master of Arts Degree
 in Public Relations**

At least 30 credits are required for the master's degree in public relations under either Plan A or Plan B.

	CREDITS
Requirements for Both Plan A and Plan B:.....	15
1. All of the following courses:	
MSC 805 Marketing Management.....	3
ADV 826 Advertising and Promotion Management.....	3
ADV 850 Public Relations Planning.....	3
ADV 860 Media Relations.....	3
ADV 875 Advertising and Public Relations Research.....	3
Additional Requirements for Plan A:.....	15
1. The following course (4 to 6):	
ADV 899 Master's Thesis Research.....	4 to 6
2. A minimum of 4 additional credits, as approved by the student's academic advisor.	
Additional Requirements for Plan B:.....	15
1. Fifteen additional credits, as approved by the student's academic advisor.	

The final certifying examination is a written examination.

For additional information contact the Department of Advertising, Public Relations, and Retailing.

~~**Master of Science**~~

~~**RETAILING**~~

~~The department offers one program, Retailing, leading to the Master of Science degree. The program provides a research-intensive experience that prepares students for optimal professional positions or further higher education. Course work focuses on the general theories and principles of retailing and students work with faculty advisors to develop specialized areas of study such as international retailing, retail management, consumer behavior, retail strategy, human resource management, and e-commerce.~~

~~Students select one of the following areas of concentration: consumer behavior, retail strategy, or international retailing. The consumer behavior area deals with understanding consumption/purchase behavior and applying knowledge to develop retail strategies. The retail strategy area focuses on positioning, financial management, human resources and other functional areas in the retail firm. The international retailing area focuses on theories of global retail expansion, comparative retail systems, and international retail strategy.~~

~~**Admission**~~

~~Factors that are weighted in considering applications for admission to the Master of Science program are grade-point average, academic background, and work experiences. It is desirable for a student to have a background in one of the following areas: retail/merchandising management, economics, marketing, or management. Collateral work, which does not count toward graduation, may be required for those students with inadequate undergraduate preparation or experience.~~

~~In addition to meeting the requirements of the university and of the College of Communication Arts and Sciences, students must meet the requirements specified below.~~

~~**Requirements for the Master of Science Degree
 in Retailing**~~

~~The master's degree program in retailing is available under Plan A (with thesis) or Plan B (without thesis). Plan A requires 30 credits including 7 credits of RET 899 Master's Thesis Research. Plan B~~

requires 34 credits including 3 or 4 credits of RET 898 Master's Project. The additional credits required for Plan B permit student-faculty interaction comparable to Plan A. Students must complete required core courses, one area of concentration as referenced above, a statistics/research component, and a minor area. Under the direction of a major advisor, each student develops a plan of study to meet individual needs and interests.

Doctor of Philosophy

The Department of Advertising, Public Relations, and Retailing participates in the doctoral program in Media and Information Studies. This program is described under the College of Communication Arts and Sciences listing.

RETAILING

The Doctor of Philosophy degree in Retailing prepares students to become active scholars, teachers, and leaders in the retailing and other consumer industries. The retail industry includes service providers such as banks, hotels, supermarkets, electronic commerce and mass customization as well as traditional retailers. It links the service provider and the client or consumer. The interdisciplinary nature of this doctoral program allows students from across the university to use their previously acquired knowledge and skills to develop their interests further in international and cross-cultural commerce, technology in commerce, and entrepreneurship. Students are required to develop a program of scholarship that includes presentations and publications and may include opportunities to participate in ongoing research in the department.

In addition to meeting the requirements of the university and of the College of Communication Arts and Sciences for the Doctor of Philosophy degree, the student must meet the requirements as specified below.

Admission

Normally a master's degree in retailing, marketing, services or a related area is required for admission to the doctoral program. Highly qualified students with a bachelor's degree may be admitted to the doctoral program with the approval of the chairperson of the department and the dean of the college. Prospective graduate students must take the general sections of the Graduate Record Examination or the Graduate Management Admissions Test and submit the results to the department. Admission to the program is based on evidence of academic ability, research potential, and personal achievement. Collateral course work may be required if the student's background is judged to be inadequate. Collateral course work will not count towards the fulfillment of the requirements for the degree.

Guidance Committee

Two of the members of the student's guidance committee, including the student's major professor who chairs the committee, must be from the Department of Advertising, Public Relations, and Retailing. One member of the committee must be from outside the College of Communication Arts and Sciences.

Requirements for the Doctor of Philosophy Degree in Retailing

	CREDITS
Students must:	
1. Complete both of the following courses (6 credits):	
RET 900 Decision Processes in Retailing	3
RET 901 Professional Seminar	3
2. Complete 6 to 8 credits of research methods as approved by the student's guidance committee.	

3. Complete 8 to 12 credits of statistics as approved by the student's guidance committee.
4. Complete 20 to 24 credits of courses in two areas of specialization outside Retailing as approved by the student's guidance committee.
5. Successful completion of a written comprehensive examination.
6. Complete 24 credits of Retailing 999 Doctoral Dissertation Research.
7. Pass a final oral examination in defense of the dissertation.

Student Enrollments By Program

Lvl Program - Description	Span	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	Total
Communication Arts and Sciences												
<i>Adv, Public Relations, & Retailing</i>												
ADDU - Additional Major Undergraduate												
UN 1354-Advertising		11	18	16	19	15	9	9	10	16	14	137
UN 1444-Retailing		0	0	0	0	0	6	7	7	5	6	31
BA - Bachelor of Arts												
UN 1353-Advertising		1,137	1,219	1,185	1,105	1,106	1,102	1,108	1,166	1,287	1,176	11,591
UN 1355-Advertising - Second Degree		44	46	44	45	62	55	44	36	39	51	466
BS - Bachelor of Science												
UN 1443-Retailing		0	0	0	0	0	411	333	300	290	261	1,595
UN 1445-Retailing - Second Degree		0	0	0	0	0	18	13	12	13	18	74
MA - Master of Arts												
GR 1352-Advertising		45	56	61	47	32	37	53	67	72	65	535
GR 1357-Public Relations		23	46	49	42	24	19	36	58	56	64	417
MS - Master of Science												
GR 1446-Retailing		0	0	0	0	0	14	13	17	15	10	69
PHD - Doctor of Philosophy												
GR 1455-Human Environment:Design & Mgt		0	0	0	0	0	7	6	3	1	0	17
GR 1449-Retailing		0	0	0	0	0	6	11	11	13	13	54
SPCU - Specialization Undergraduate												
UN 1458-Public Relations		0	0	0	0	0	0	0	0	23	157	180
Total - Adv, Public Relations, & Retailing		1,260	1,385	1,355	1,258	1,239	1,684	1,633	1,687	1,830	1,835	15,166
Communication												
ADDU - Additional Major Undergraduate												
UN 1379-Communication		29	34	36	34	26	25	31	38	38	23	314
BA - Bachelor of Arts												
UN 1378-Communication		1,258	1,384	1,355	1,270	1,250	1,144	1,160	1,226	1,224	1,200	12,471
UN 1380-Communication - Second Degree		41	39	39	35	44	49	55	55	60	57	474

Fiscal Year (FY) counts are distinct student counts within the Summer, Fall, and Spring terms.
e.g. FY07=distinct student count within Summer 06, Fall 06, and Spring 07.
If a student changed majors within the FY, he/she is counted under both majors.

Student Awards By Program
(Degrees, Specializations, Minors, etc.)

Lvl Program - Description	Span	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	Total
Communication Arts and Sciences												
<i>Adv, Public Relations, & Retailing</i>												
ADDU - Additional Major Undergraduate												
UN 1354-Advertising		0	0	3	1	4	1	3	2	1	3	18
UN 1444-Retailing		0	0	0	0	0	0	0	0	0	1	1
BA - Bachelor of Arts												
UN 1353-Advertising		270	283	321	328	297	265	299	293	339	315	3,010
UN 1355-Advertising - Second Degree		5	14	12	12	22	22	17	16	13	12	145
BS - Bachelor of Science												
UN 1443-Retailing		0	0	0	0	0	117	107	93	77	90	484
UN 1445-Retailing - Second Degree		0	0	0	0	0	6	2	4	3	4	19
MA - Master of Arts												
GR 1352-Advertising		20	18	21	27	12	15	18	29	30	26	216
GR 1357-Public Relations		5	13	23	19	16	5	7	21	26	17	152
MS - Master of Science												
GR 1446-Retailing		0	0	0	0	0	4	1	6	4	6	21
PHD - Doctor of Philosophy												
GR 1455-Human Environment: Design & Mgt		0	0	0	0	0	0	0	2	1	0	3
GR 1449-Retailing		0	0	0	0	0	1	2	3	1	1	8
SPCU - Specialization Undergraduate												
UN 1458-Public Relations		0	0	0	0	0	0	0	0	0	31	31
Total - Adv, Public Relations, & Retailing		300	328	380	387	351	436	456	469	495	506	4,108
Communication												
ADDU - Additional Major Undergraduate												
UN 1379-Communication		4	2	5	4	0	5	1	1	6	3	31
BA - Bachelor of Arts												
UN 1378-Communication		194	255	334	302	311	277	273	284	285	283	2,798
UN 1380-Communication - Second Degree		8	8	9	4	10	7	10	14	17	11	98

Fiscal Year (FY) counts are counts of awards conferred during the Summer, Fall, and Spring terms.
e.g. FY07=count of awards conferred during Summer 06, Fall 06, and Spring 07.