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| **School or Division** | School of Business and Technology |
| **Program or Certificate or** | All degrees |
| **New degree or certificate program** | NA |
| **Proposed by (faculty only)** | Dr. Douglas Nay and Dr. Michael Engdahl |
| **Presenter (faculty only)** | David Hoffman |
| Note that the presenter (faculty) listed above must be present at the Curriculum Committee meeting or the proposal will be returned to the School or Division and must be submitted for a later date. | |
| **Submission date** | 1/9/2015 |
| **Course prefix, number, and title** | MAR 3231 Retailing Management I |

**Section I, New Course Information (must complete all items)**

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| **List School or Division** | School of Business and Technology |
| **List course prerequisite(s) and minimum grade(s) (must include minimum grade if higher than a “D”)** | Prior to enrolling in any upper level course (course number beginning with a 3 or 4), students must complete the following courses with a grade of ―C‖ or better: ENC 1101 English Composition I, ENC 1102 English Composition II, and three semester hours of college level mathematics; or permission from the appropriate academic Dean AND  MAR 3802, Marketing for Managers |
| **Will students be taking any of the prerequisites listed for this course in different parts of the same term (ex. Term A and Term B)** | No |
| **List course corequisites** | NA |
| **Is any corequisite for this course listed as a corequisite on its paired course?**  (Ex. CHM 2032 is a corequisite for CHM 2032L, and CHM 2032L is a corequisite for CHM 2032) | No |
| **Course credits or clock hours** | 3 |
| **Contact hours (faculty load)** | 3 |
| **Select grade mode** | Standard Grading (A, B, C, D, F) |
| **Credit type** | College Credit |
| **Course description** (provide below) | |
| This course examines retail management fundamentals which provide an overview of key retail strategies, supervision and management responsibilities. Topics include retailing principles, Global retailing concepts, e-tailing, retail theories, decision-making, team development, motivation and reward strategies, driving sales and enhancing the customer experience, and career opportunities in retail. | |

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| **General topic outline** (type in outline below) |
| * Retailing Principles * Retail Terminology * Maintaining Employee Efficiency * The Customer Experience * Developing High Performance Retail Sales Teams * Retail Strategies and the Competitive Environment * Retailing: Local, International, and Global Dimensions * Legal and Ethical Issues in Retailing Corporate Social Responsibilities |

**Learning Outcomes:** For information purposes only. Type in all learning outcomes, assessments, and general education competencies as they should be displayed in the syllabus. More rows can be added if necessary.

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| **Learning Outcomes** | **Assessments** | **General Education Competencies** |
| Compare and contrast retail strategies for driving sales. | Collaborative project |  |
| Use retail terminology to explain multi-channel e-tailing. | Writing assignment, discussion |  |
| List and explain different legal and ethical issues in a given retail business situation. | Review of completed case study, discussion |  |
| Evaluate different motivational and reward strategies for engaging retail employees in a given retail business scenario. | Review of case study, discussion. | CT |

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| **ICS code for this course** | ADVANCED AND PROFESSIONAL - 1.15.05 - BUSINESS AND MANAGEMENT |
| **Should any major restriction(s) be listed on this course? If so, select "yes" and list the appropriate major restriction code(s) or select "no".** | No |
| **Is the course an “International or Diversity Focus” course?** | No, not International or Diversity Focus |
| **Is the course a General Education course?** | No |
| **Is the course a Writing Intensive course?** | No |
| **Is the course repeatable\*?**  (A repeatable course may be taken more than one time for additional credits. For example, MUT 2641, a 3 credit hour course can be repeated 1 time and a student can earn a maximum of 6 credits).  \*Not the same as Multiple Attempts or Grade Forgiveness | No |
| **Do you expect to offer this course three times or less (experimental)?** | No |

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| **Impact of Course Proposal** | |
| **Will this new course proposal impact other courses, programs, departments, or budgets?** | No |
| **If the answer to the question above is “yes”, list the impact on other courses, programs, or budgets?** |  |
| **Have you discussed this proposal with anyone (from other departments, programs, or institutions) regarding the impact? Were any agreements made? Provide detail information below.** | |
| None deemed necessary | |

**Section II, Justification for proposal**

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| **Provide justification (below) for this proposed curriculum action** |
| Changes are driven by Work Force Data showing increase in regional retail management jobs. This course is one of four electives in the new program concentrations, namely Retia, aimed at providing students more specific and significant workplace relevancy and applicability. The other three courses will include MAR 3232 RETAILING MANAGEMENT II, MAR 3860 SALESMANSHIP AND CUSTOMER RELATIONSHIP MANAGEMENT, and MAN 4593 RETAIL LOGISTICS MANAGEMENT |

**Section III, Important Dates and Endorsements Required**

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| **List all faculty endorsements below. (Note that proposals will be returned to the School or Division if faculty endorsements are not provided).** |
| Douglas Nay, Michael Engdahl |

**nOTE:** Changes for the Fall 2015 term must be submitted by the January 3, 2015 deadline and approved no later than the February 28, 2015 Curriculum Committee meeting. Changes during mid-school year are NOT permitted. Extreme circumstances will require approval from the appropriate Dean or Assistant Vice President as well as the Provost and Vice President of Academic Affairs to begin in either the Spring 2015 or Summer 2015 term.

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| **Term in which approved action will take place** | Fall 2015 |

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| **Required Endorsements** | **Type in Name** | **Select Date** |
| **Department Chair or Program Coordinator** | Dr. Douglas Nay | 1/9/2015 |
| **Academic Dean or Assistant Vice President** | Dr. John Meyer | 1/9/2015 |
| **Dean’s Council Representative** | Dr. Mary Myers | 2/3/2015 |

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| **Select Curriculum Committee Meeting Date** | February 27, 2015 |

Completed curriculum proposals must be uploaded to Dropbox by the deadline. Please refer to the *Curriculum Committee Critical Dates for Submission of Proposals* document available in the document manager in the FSW Portal:

* Document Manager
* VP Academic Affairs
* Curriculum Process Documents

**Important Note to Faculty, Department Chairs or Program Coordinators, and Deans or an Assistant Vice President:**

Incomplete proposals or proposals requiring corrections will be returned to the School or Division. If a proposal is incomplete or requires multiple corrections, the proposal will need to be completed or corrected and **resubmitted to the Dropbox for the next Curriculum Committee meeting** (no later than January 9, 2015 to be effective for the Fall 2015 term). All Curriculum proposals require approval of the Provost and Vice President of Academic Affairs. Final approval or denial of a proposal is reflected on the completed and signed Summary Report.