

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 4 – C (4)
DATE: March 27-29, 2018

SUBJECT

New Program: SDSU Minor in Retail Merchandising

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – Program and Curriculum Approval

BACKGROUND / DISCUSSION

South Dakota State University (SDSU) requests authority to offer a minor in Retail Merchandising. The minor will allow students in majors outside of the Apparel Merchandising major to take coursework providing understanding of the impact of fashion and retail. Students will gain an understanding of the political, economic, and social factors that play a role in the global market. The minor will appeal to students majoring in Advertising, Business Economics, Consumer Affairs, Economics, Entrepreneurial Studies, Public Relations, and any of a number of other majors. SDSU notes that the Bureau of Labor Statistics anticipates retail sector growth of 7% nationally through 2022.

The proposed minor consists of 18 credit hours of existing courses.

SDSU requests authorization to offer the minor on campus.

IMPACT AND RECOMMENDATION

SDSU does not request new resources to offer the minor. SDSU currently offers a related major, the BS in Apparel Merchandising. SDSU projects 10 graduates per year after full implementation.

Board office staff recommend approval of the minor.

ATTACHMENTS

Attachment I – New Program Request Form: SDSU – Retail Merchandising Minor

DRAFT MOTION 20180327_4-C(4):

I move to approve SDSU’s new program proposal for a minor in Retail Merchandising as described in Attachment I.



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Baccalaureate Degree Minor

UNIVERSITY:	SDSU
TITLE OF PROPOSED MINOR:	Retail Merchandising
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	Any
EXISTING RELATED MAJORS OR MINORS:	Apparel Merchandising (B.S.)
INTENDED DATE OF IMPLEMENTATION:	2018-2019 Academic Year
PROPOSED CIP CODE:	19.0901
UNIVERSITY DEPARTMENT:	Consumer Sciences
UNIVERSITY DIVISION:	Education & Human Sciences

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Barry H. Dunn

President of the University

1/26/2018

Date

- 1. Do you have a major in this field?** Yes No
- 2. If you do not have a major in this field, explain how the proposed minor relates to your university mission.**

South Dakota State University (SDSU) requests authorization to offer a minor in Retail Merchandising. SDSU currently offers a B.S. in Apparel Merchandising. This minor will provide a focus on the retail and merchandising function, and will provide opportunities for students to become professionals capable of entering the workforce of retail and fashion. The minor will allow students in majors outside of the Apparel Merchandising major, to take coursework that prepares them to better understand the impact of fashion and retail.

A minor in Retail Merchandising is a way for students to diversify their education and incorporate analytical thinking, business skills, and global apparel perspective into their overall academic experience. The minor at SDSU will appeal to students majoring in Advertising, Business Economics, Consumer Affairs, Economics, Entrepreneurial Studies, Public Relations, and any of a number of other majors. The coursework is designed to prepare them with a better understanding of the retail and merchandising function in the apparel and fashion industry, which will expand their understanding of how the retail experience and the merchandise meets the needs of the consumer, allows them to identify the origins and meanings of trends, and broadens their understanding of the political, economic, and social factors that play a role in the global

market.

The proposed minor in Retail Merchandising is within the statutory mission of South Dakota State University as provided in SDCL 13-58-1: *Designated as South Dakota's land grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing, and pharmacy, and other courses or programs as the Board of Regents may determine.*

SDSU does not intend to request new state resources.

3. What is the nature/purpose of the proposed minor?

The apparel and fashion industry is a broad industry with interconnected areas of expertise, ranging from design and product development, to sourcing and procurement, retail management, and marketing. Each area performs an important role in the value chain that delivers the right product to the right consumer at the right time. While all areas require creativity, problem solving skills, and innovative risk taking ability, careers in this field can be grouped according to their focus on the creative aspect or analytical component of the fashion process:

- Careers that require solid understanding of the apparel product, visual merchandising skills, and the aesthetic value component of the fashion industry, and
- Careers that focus on the analytical and operational strategies of retailing.

The minor will allow students in other majors who might be interested in retail merchandising as a minor to explore those options and earn a minor in the field. The Retail Merchandising minor will provide students with basic information to supplement their major. It combines elements from across the Apparel Merchandising program, including fashion and apparel concepts, financial and operational strategies as well as global issues that appeal to students' interests. The minor offers courses that will develop students' understanding of the procurement process, including trend forecasting, financial merchandise planning, global sourcing practices, and operational retail strategies. The Retail Merchandising minor will give students the edge to build a career in fashion marketing or merchandising.

4. How will the proposed minor benefit students?

Because retail is a multimillion-dollar industry, there is a great opportunity for workforce development in this field. While students take courses in their major, they would benefit from an undergraduate minor in Retail Merchandising and could possibly pursue a career in the retail industry. While sound business and economic principles are fundamental for profitable business models, a successful marketer must also have a solid understanding of the consumers' expectations of the retail experience, and the challenges related to the global, mobile, and fast-moving nature of the apparel and fashion industry.

5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota. Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

Fashion and apparel industries employ 1.9 million people in the United States and have a positive

impact on regional economies across the country.¹ The importance of fashion is seen in the far-reaching impact on other consumer products, such as smart phones, electronics, and toys. According to the National Retail Federation, 134,301 jobs are direct retail employment and jobs supported by retail.²

A critical segment of the apparel and fashion industry is the retail sector. According to the National Retail Federation, the retail sector contributes \$2.6 trillion to the annual GDP and accounts for 42 million jobs in the United States.³ The viable and significant role of the retail sector is evident in its ability to adapt to new consumer demands, technology, and global economic conditions. A formidable job growth in the e-commerce sector has significantly offset the job lost in the traditional brick-and-mortar format. Economists, such as Michael Mandel, estimate that the e-commerce sector has generated 355,000 new jobs since the Great Recession, compared to the 50,000 total job loss in the traditional formats.⁴ These reports are supported by data from the Bureau of Labor Statistics, which also predicts a continued growth of the retail sector, as well as job opportunities for qualified individuals. The Bureau of Labor Statistics projected in 2014 a 7% employment growth between 2012 and 2022.⁵

The retail marketplace changes, advances in technology and the digital age have placed retail professionals front and center in commerce and customer relationships. The minor is beneficial to students seeking employment in a range of occupations including:

- Advertising or marketing manager
- Buyer
- Consumer and market analyst
- Consumer information specialist
- Customer service representative
- Inventory control analyst
- Logistician or supply chain manager
- Market research analyst
- Merchandiser
- Product developer
- Public relations specialist
- Purchasing manager
- Sales manager
- Sales representative
- Store or department manager
- Visual merchandiser

¹ Joint Economic Committee – United States Congress. (2015). *The economic impact of fashion industry*. Retrieved from

<https://maloney.house.gov/sites/maloney.house.gov/files/documents/The%20Economic%20Impact%20of%20the%20Fashion%20Industry%20--%20JEC%20report%20FINAL.pdf>

² National Retail Federation. (n.d.). *Retail's impact in South Dakota*. Retrieved from <https://nrf.com/advocacy/retails-impact/sd#explore-data>

³ National Retail Federation. (n.d.). *Retail means jobs*. Retrieved from <https://nrf.com/who-we-are/retail-means-jobs>

⁴ Mandel, M. (2017). *How E-Commerce Is Raising Pay And Creating Jobs Around The Country*. Retrieved from <https://www.forbes.com/sites/realspin/2017/04/03/how-e-commerce-is-raising-pay-and-creating-jobs-around-the-country/#2d23fcf6dff5>

⁵ Bureau of Labor Statistics. (2014). *The changing face of retail trade*. Retrieved from <https://www.bls.gov/careeroutlook/2014/article/retail-trade.htm>

Bureau of Labor Statistics employment projections include a number of potential careers relevant to the Retail Merchandising minor. For example, from 2016-2026:

- Advertising, promotions, and marketing managers, is projected to grow 9%, as fast as average for all occupations.⁶
- Logistician is projected to grow 7%, as fast as average.⁷
- Management analysts is projected to grow 12%, as fast as average.⁸
- Market research analysts is projected to grow 23%, much faster than the average for all occupations.⁹
- Public relations specialists is projected to grow 9%, as fast as average for all occupations.¹⁰
- Sales managers is projected to grow 7%, as fast as average.¹¹
- Store managers is projected to grow 7%, as fast as average.¹²

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates.

The estimates below are based on student interest in retail management. The minor will benefit and appeal to students majoring in Advertising, Business Economics, Consumer Affairs, Economics, Entrepreneurial Studies, Public Relations, and any of a number of other majors.

<i>Estimates</i>	Fiscal Years*			
	1 st FY 19	2 nd FY 20	3 rd FY 21	4 th FY 22
Students enrolled in the minor (fall)	5	10	15	20
Completions by graduates	0	0	0	10

*Do not include current fiscal year.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

The Retail Merchandising minor supports students pursuing degrees where understanding of consumers’ needs and fashion retailing enhance the major degree and collaboration potential after graduation.

The curriculum draws from the B.S. in Apparel Merchandising. The rationale for the curriculum

⁶ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Advertising, Promotions, and Marketing Managers, on the Internet at <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm> (visited October 27, 2017).

⁷ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Logisticians, on the Internet at <https://www.bls.gov/ooh/business-and-financial/logisticians.htm> (visited November 01, 2017).

⁸ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Management Analysts, on the Internet at <https://www.bls.gov/ooh/business-and-financial/management-analysts.htm> (visited November 01, 2017).

⁹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Market Research Analysts, on the Internet at <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm> (visited October 27, 2017).

¹⁰ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Public Relations Specialists, on the Internet at <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm> (visited October 27, 2017).

¹¹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Sales Managers, on the Internet at <https://www.bls.gov/ooh/management/sales-managers.htm> (visited October 27, 2017).

¹² Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Sales Managers, on the Internet at <https://www.bls.gov/ooh/management/sales-managers.htm> (visited November 01, 2017).

has emerged from the International Textiles and Apparel Association’s (ITAA) standards and involves the elements used by apparel and textiles programs across the country and around the world. The ITAA promotes the discovery, dissemination, and application of knowledge.

Students will complete an 11-credit core of coursework designed to encompass basic concepts for retail merchandising, the constantly changing retail community structure, career opportunities, consumer demand, the competitive nature of retailing within the global economy, forecasting merchandise procurement, the buying process, and examination of the process global sourcing. Students will choose an additional 7-credits of coursework that will further prepare them with skills to work in the retail industry.

Apparel Merchandising majors are not eligible for the minor.

8. Complete the tables below. Explain any exceptions to Board policy requested.

A. Distribution of Credit Hours

Minor in Retail Merchandising	Credit Hours	Percent
Requirements in minor	11	61%
Electives in minor	7	39%
Total	18	100%

B. Required Courses in the Minor

Prefix	Number	Course Title	Credit Hours	New (yes, no)
AM	172	Introduction to Apparel Merchandising	2	No
AM	372-372L	Trending and Buying and Lab	3	No
AM	462	Retail Management	3	No
AM	473-473L	Global Sourcing and Lab	3	No
Subtotal			11	

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Students must complete at least 7 credits from the following:

Prefix	Number	Course Title	Credit Hours	New (yes, no)
AM	253	Socio-Psychological Aspects of Dress	3	No
AM	282	Customer Service	3	No
AM	315-315L	Apparel Design and Lab	3	No
AM	352	History of Dress in the Western World	3	No
AM	361-361L	Aesthetics and Lab	3	No
AM	381	Professional Behavior and Work	3	No
AM	472-472L	Merchandising and Lab	3	No
AM	477	Current Issues in the Workplace	1	No
AM	491	Independent Study	1	No

10. What are the learning outcomes expected for all students who complete the minor? How

will students achieve these outcomes?

Students who complete the requirements for a minor in Retail Merchandising will:

- Define terminology, concepts, and theories related to the apparel industry, retail environment, and the role of fashion in society.
- Demonstrate understanding of the economic, political, and social issues that underlie the global apparel industry.
- Recognize and appraise the strategic and operations-oriented policies, methods, and procedures used by successful retailers in today’s global economy.
- Identify the origins of trends and examine their influence on the consumer market.

The attached curriculum map (Appendix A) shows where students achieve these outcomes in the curriculum.

11. What instructional approaches and technologies will instructors use to teach courses in the minor? *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

The courses for the minor are offered on campus in a face-to-face classroom environment, with the exception of one of the elective course; AM 381 is offered online. The course content will be delivered using a variety of instructional methods, including lecture, online readings and discussions, small group discussions, case studies, group and individual projects, field trips (when applicable), and practical exercises.

12. Delivery Location¹³

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an online program)?

	Yes/No	Intended Start Date
On campus	Yes	2018-2019 Academic Year

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods ¹⁴	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an online program)?¹⁵

¹³ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

¹⁴ Delivery methods are defined in [AAC Guideline 5.5](#).

¹⁵ This question responds to HLC definitions for distance delivery.

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.

17% or one 3-credit course of the Retail Merchandising minor is available online.

13. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."

None.

14. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Address off-campus or distance delivery separately.

All courses are currently being taught. SDSU does not require any additional resources to offer this minor.

15. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).

- YES,
the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.
- NO,
the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

Appendix A
Retail Merchandising Minor – Student Learning Outcomes

	Program Courses that Address the Outcomes												
	Required Coursework				Electives								
Individual Student Outcome	AM 172	AM 372-372L	AM 462	AM 473-473L	AM 253	AM 274	AM 282	AM 315-315L	AM 352	AM 361-361L	AM 381	AM 472-472L	AM 477
Students will define terminology, concepts, and theories related to the apparel industry, retail environment, and the role of fashion in society.	X	X	X	X	X		X	X		X		X	
Students will demonstrate understanding of the economic, political, and social issues that underlie the global apparel industry.				X	X				X		X		X
Students will recognize and appraise the strategic and operations-oriented policies, methods, and procedures used by successful retailers in today’s global economy.			X	X		X	X					X	X
Students will identify the origins of trends and examine their influence on the consumer market.		X							X				