

Program Change Request

A deleted record cannot be edited

Program Inactivation Proposal

Date Submitted: 05/04/17 2:07 pm

Viewing: **CERT-CU50 : Retail Buying and Management - Certificate**

Last approved: 04/18/17 2:02 pm

Last edit: 05/04/17 2:07 pm

Changes proposed by: michellediaz

[Retail Buying and Management - Certificate](#)

Catalog Pages Using
this Program

Explain how affected parties (students, faculty, staff) will be informed of the impending closure.

All majors will be notified by email of the impending change for the 2018-2019 catalog. For faculty and staff, notification will occur at departmental meetings and by email.

Explain how students will be helped to complete their programs of study with minimal disruption or additional expense.

The courses for the certificate are always offered, since they are regular major courses. The remaining students will easily be able to register for them in any given semester. The courses are part of faculty members' regular course loads. Current students in the certificate will be able to complete the remaining requirements without disruption. Future students will not be able to since it will not be offered in their respective catalog.

Upload teach-out agreements with other institutions.

Explain how faculty and staff will be redeployed or helped to find new employment.

Not applicable as faculty and staff will remain as they are currently employed and used, with the same effort.

How many students are currently enrolled in the program? **31**

Projected graduation date for the last student(s) in the program? **05/2019**

Rationale for inactivation/deletion

The department now offers transcriptable tracks that match our certificates, making the certificates redundant. The faculty would prefer to use other methods besides a certificate to encourage student engagement.

In Workflow

1. MKTG Department Head
2. Curricular Services Review
3. BA Committee Preparer UG
4. BA Committee Chair UG
5. BA College Dean UG
6. Provost
7. UCC Preparer
8. UCC Chair
9. Faculty Senate Preparer
10. Faculty Senate
11. Provost II
12. President
13. External Approval
14. Curricular Services

Approval Path

1. 05/04/17 4:09 pm
Janet Parish (jparish):
Approved for MKTG Department Head
2. 05/19/17 8:44 am
Angel Mario Carrizales (carri1214): Approved for Curricular Services Review
3. 05/19/17 10:04 am
Michelle Diaz (michellediaz):
Approved for BA Committee Preparer UG
4. 05/19/17 10:15 am
Michelle Diaz (michellediaz):
Approved for BA Committee Chair UG
5. 05/19/17 10:58 am
Martha Loudder (m-loudder): Approved for BA College Dean UG
6. 05/24/17 3:46 pm
Mike Stephenson (mstephenson):
Approved for Provost
7. 06/07/17 2:09 pm
Sandra Williams (sandra-williams):
Approved for UCC Preparer
8. 08/10/17 9:01 am
Sandra Williams (sandra-williams):
Approved for UCC Chair

Contact(s)

Name	E-mail	Phone
Michelle Diaz	mdiaz@mays.tamu.edu	979-595-6458

History

- Apr 18, 2017 by
Michelle Diaz
(michellediaz)

Academic level	Undergraduate
Effective Term	2017-2018
Department	Marketing
College	Mays Business School
Program type	Certificate
With a certificate in	Retail Buying and Management
Catalog Program Title	Retail Buying and Management - Certificate
CIP and Fund code	5218010016

Rationale for Proposal	The certificate is being updated to add requirements that are now captured as zero-credit-hour courses.
Program hours	12
Is this program eligible for financial aid?	No
Certificate type	Degree-dependent
Program delivery mode	On-campus

Catalog Program Requirements

Requirements include 12 hours of specific coursework, with a grade of 'B' or better required in each certificate course, and have a minimum cumulative GPA of 3.0 or better by graduation.

Course List

Code	Title	Semester Credit Hours
MKTG 299	Marketing Professional Organization Involvement 1	0
Select one of the following:		
MKTG 298	Marketing Internship Experience 2	
MKTG 484	Marketing Internship	
Select four of the following:		
MKTG 325	Retailing Concepts and Policies	12
MKTG 326	Strategic Retailing	
MKTG 425	Retail Merchandising	
MKTG 426	Advanced Retail Case Study	
MKTG 438	Strategic Digital Marketing	

1MKTG 299 should be registered for when there is active participation in the associated student organization, Student Retailing Association. This is required, for a minimum of 2 semesters.

2Also, an internship in the retailing industry is required. The internship must be for a minimum of 300 hours over 15 weeks or fewer. 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 student must comply with all company regulations, health and safety conditions, and legal requirements.

Additional information Required course hours are not changed. However, the certificate will now allow the choice of a zero-credit-hour internship or the internship that is taken for credit. Therefore, some students may have 15 hours. But, 12 hours is the requirement to receive the certificate.

Required Proposal Forms

Reviewer Comments **Mike Stephenson (mstephenson) (05/24/17 3:46 pm):** SACSCOC approval required.
Sandra Williams (sandra-williams) (08/10/17 9:01 am): Approved by UCC (August).

Course Reviewer **Mike Stephenson (mstephenson) (05/24/17 3:46 pm):** SACSCOC approval required.

Comments

Sandra Williams (sandra-williams) (08/10/17 9:01 am): Approved by UCC (August).

Key: 139