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SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS

New Baccalaureate Degree Minor

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UNIVERSITY:	SDSU
TITLE OF PROGRAM: Tw 12 0 01m [4.1 (R)5 (O)-9 (1c	





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

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.

	Fiscal Years*			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<i>Estimates</i>	FY 19	FY 20	FY 21	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

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<sup>6</sup> Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Advertising, Promotions,

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

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 Location<sup>13</sup>

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 <sup>14</sup>	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)?<sup>15</sup>

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

<sup>14</sup> Delivery methods are defined in [AAC Guideline 5.5](#).

<sup>15</sup> This question responds to HLC definitions for distance delivery.

Yes/No	If Yes, identify delivery methods
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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. Students will recognize and				X	X				X		X		X