

Revised 7/23/07

PROPOSAL SUMMARY AND ROUTING FORM




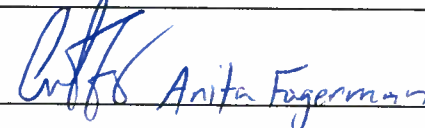

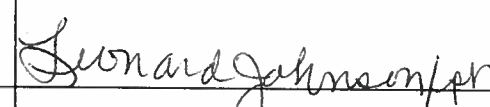
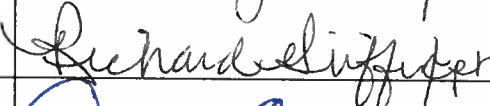

Proposal Title: Minor Cleanup – Retailing Certificate

Initiating Unit or Individual: Marketing Department

Contact Person's Name: Kay Anderson e-mail: andersok@ferris.edu phone: x2426

Date or Term of Proposal Implementation: Summer 2010

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty		10/20/2009	14 Support 0 Support with Concerns 0 Not Support
Department Head		10/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee		11/6/09	4 Support 1 Support with Concerns 0 Not Support
Dean		11/24/09	<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee		2/8/2010	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate		2/8/2010	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs		2/9/10	<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

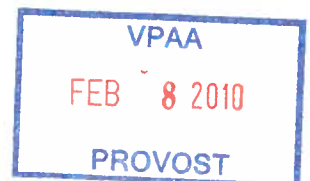
* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved)

Board of Trustees (Date Approved)

President's Council (Date Approved)



1. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Due to the deletion of ADVG 485, Retail Promotion, the faculty propose to adjust the Retailing Certificate as follows: Remove ADVG 485 (deleted course) and replace with MGMT 310, Small Business Management.

Objective 1)

Apply Marketing concepts of target market, marketing mix to Retailing environment. Introduce in MKTG 321, reinforce in RETG337, assess in RETG339 via the 6-month merchandise plan.

Objective 2)

Develop a retail sales forecast, including merchandise needs and objectives for markup and markdowns. Introduce in RETG 337, reinforce in RETG 339 and assess in RETG 339 via the 6-month merchandise plan.

Objective 3)

Make and analyze strategic retail management decisions
Introduce in RETG 337, reinforce in RETG 339 and assess in RETG 438 via the Retail Research Project.

In support of objective #3 above, the department strongly recommends that in the absence of ADVG 485 (Retail Promotions), Retailing students be directed to take MGMT 310 Small Business Management. Many of our Retailing students come in with an interest in running their own retail business in the future, but the top management perspective reinforced in that class is an important element of taking a strategic viewpoint and assessing functional activities from that perspective.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
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b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
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d. Addition of existing FSU courses to program

Prefix	Number	Title
MGMT	310	Small Business Management

e. Removal of existing FSU courses from program

Prefix	Number	Title
ADVG	485	Retail Promotion

*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.
2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

Failure to respond is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

RE: Proposal Title Retailing Certificate Cleanup

Initiator(s): Marketing Department

Proposal Contact: Kay Anderson/Laura Dix Date Sent: 11/13/2009

Department: Marketing Department Campus Address: BUS 212
(Please print)

Responding Department: Management Department

Chair/Head/Coordinator: David Steenstra Date Returned: 11-17-09



Based upon department faculty review on 11-19-09 (date), we

- Support the above proposal.
 Support the above proposal with the modifications and concerns listed below.
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

FORM D **CURRENT**

PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)
Ferris State University – College of Business
MARKETING DEPARTMENT

RETAILING CERTIFICATE – 12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
ADVG	485	Retail Promotion (RETG 339)	3		
RETG	337	Principles of Retailing (MKTG 321)	3		
RETG	339	Retail Merchandising (RETG 337)	3		
RETG	438	Retail Management (RETG 339)	3		

NOTE: No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 6 of the certificate credits are specifically required in the student's major.

PROCEDURE:

1. To pursue this certificate, the student, in consultation with the certificate advisor, Linda Plank, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Linda Plank** at (231) 591-2460, BUS 340, or the **Marketing Department** at (231) 591-2426, BUS 212

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

NOTE: A 2.00 cumulative GPA is required for completion of the Retailing certificate.

Student: _____

Date: _____

Certificate
Advisor: _____

Date: _____

Marketing Dept. Head: _____

Date: _____

FORM D PROPOSED

PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)

**Ferris State University – College of Business
MARKETING DEPARTMENT**

RETAILING CERTIFICATE – 12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
MGMT	310	Small Business Management (Second Semester Sophomore Status)	3		
RETG	337	Principles of Retailing (MKTG 321)	3		
RETG	339	Retail Merchandising (RETG 337)	3		
RETG	438	Retail Management (RETG 339)	3		

NOTE: No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 6 of the certificate credits are specifically required in the student's major.

PROCEDURE:

5. To pursue this certificate, the student, in consultation with the certificate advisor, Laura Dix, completes the checksheet and signature section of this form.
6. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
7. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
8. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Laura Dix** at (231) 591-2795, BUS 354, or the **Marketing Department** at (231) 591-2426, BUS 212

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

NOTE: A 2.00 cumulative GPA is required for completion of the Retailing certificate.

Student: _____

Date: _____

Certificate
Advisor: _____

Date: _____

Marketing Dept. Head: _____

Date: _____

CCC Proposal Log

Proposal Number	Proposal Title	Department	Date Received	Date Decided	CCC Decision & Vote	Proposal Status
05	Minor Cleanup – Statistics Courses and Business Data Analytics Course Check sheet	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: For the ISI concentration on the checklist, ISBN 220 Visual Analysis- Investigations has been renumbered and remained to ISBN:300 Link and Visual Analysis). Shows correct v in banner but not yet in the online catalog. <i>Corrected</i>	
04	Proposal AY2009-2010 #04 Minor Course Cleanup – PREL341	Marketing	10/23/09	11/06/09	5 – support; 0 – support with concerns; 0 – do not support	
03	Name Change – Advertising Certificate to Advertising/Integrated Marketing Communications Certificate	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: The certificate outcomes and assessments should either be (a) defined or (b) updated to match the change	
02	Minor Cleanup – Retailing Certificate	Marketing	10/23/09	11/06/09	4 – support; 1 – support with concerns; 0 – do not support. Concern: The certificate outcomes and assessments should either be (a) defined or (b) updated to match the change Support (4 in favor; 2 support with concern; 0 opposed) Concerns are as follows: <i>included</i> Concern #1: The “Proposal Summary” on Form A should be clearer so that other reviewers in the Curriculum Review Process have a better understanding as to why this proposal is being brought forward. It should be noted that while this proposal reflects minor changes to an existing class and the instructor has chosen to make formal curriculum changes to keep the class current, this proposal is not intended to be a tedious administrative activity. Perhaps a paragraph containing information similar to the following should be added: “This Proposal’s main focus is to clean up the course description so that the University catalogue will have accurate information reflecting the current state of the course. As a by-product of the course description cleanup, a Form E was created that complies with the University’s needs. (The Form E includes course outcomes and assessments.) It should be noted that there is no old Form E. (It is believed that Form Es came into existence in 1993 when terms were converted to semesters and this class was around before that time under a different name.)” Concern #2: The Form E outcomes should explicitly state “international” or “in country and international.” For example, three of the outcomes could be revised to read as follows: o Comprehension: Discusses and explains international transportation, trade terms, and payment o Application: Demonstrates and reports on selection mode of international transportation, management, and the terms of trade to be selected	Completed
01	Update to INTB320	Management	10/06/09	10/20/09		