

## UNIVERSITY COURSE AND PROGRAMS COMMITTEE

### AGENDA

October 1, 2010

2:30 PM

Old Main 523

1. Approval of minutes for July 23, 2010. Meeting minutes can be viewed at <http://grad.uark.edu/dean/courseprog/minutes/index.html>.
2. Consent Agenda (Course change proposals can be reviewed at <https://www2.uark.edu/web-apps/regr/ccf/Main> or by going to the website of the Registrar and clicking on “Faculty/Staff” then “Curriculum Change Form,” and then “View Changes Pending Before the University Course and Programs Committee.”)
  - a. Undergraduate Course Change Proposals ([Table A](#))
  - b. Graduate and Dual Course Change Proposals - None
3. Old Business: None
4. New Business:
  - a. Proposed undergraduate program change for the Fulbright College of Arts and Sciences, Arts and Sciences Dean – IRELBA – BA, International Relations ([Table One](#), [Attachment 1A](#)). **For Information Only.**
  - b. Proposed undergraduate program change for the College of Education and Health Professions, Department of Rehabilitation, Human Resources and Communication Disorders – CDISBS – BSE, Communication Disorders ([Table Two](#), [Attachment 2A](#)).
  - c. Proposed undergraduate program change for the College of Education and Health Professions, Department of Rehabilitation, Human Resources and Communication Disorders – CDIS-M – Minor in Communication Disorders ([Table Two](#), [Attachment 2B](#) and Attachment 2C).
  - d. Proposed undergraduate program change for the College of Education and Health Professions, Department of Curriculum and Instruction - CATEBS –BSE, Career and Technical Education -Technology Education Concentration ([Table Two](#), [Attachment 2D](#) and [Attachment 2E](#)).
  - e. Proposed undergraduate program change for the Walton College of Business, Department of Marketing and Logistics – MKTGBS – BSBA, Marketing – Retail Concentration ([Table Three](#), [Attachment 3A](#) and [Attachment 3B](#)).

- f. Proposed undergraduate program change for the Walton College of Business, Department of Marketing and Logistics – RETLBA – BSBA, Retail ([Table Three](#), [Attachment 3C](#) through [Attachment 3E](#)).
  - g. Proposed undergraduate program change for the Walton College of Business, Department of Marketing and Logistics – WRTL-M – Minor for Business Students ([Table Three](#), [Attachment 3F](#) and [Attachment 3G](#)).
  - h. Proposed undergraduate program change for the Walton College of Business, Department of Marketing and Logistics – RETL-M – Minor for Non-Business Students ([Table Three](#), [Attachment 3H](#) and [Attachment 3I](#)).
  - i. Proposed undergraduate program change for the Walton College of Business, Department of Marketing and Logistics – Retail Analytics Minor for Business Students ([Table Three](#), [Attachment 3J](#) and [Attachment 3K](#)).
  - j. Proposed undergraduate program change for the Walton College of Business, Department of Marketing and Logistics – Retail Technologies Minor for Business Students ([Table Three](#), [Attachment 3L](#) and [Attachment 3M](#)).
5. Other Items for Consideration: None

**TABLE A****UCPC****Undergraduate Courses****October 1, 2010**

COLL	DEPARTMENT NAME	DEPT	CRSE ALPHA	CRSE NUM	CRSE TITLE	CREDIT LEVEL	ACTION	CREDIT HOURS	EFFECTIVE DATE
AFLS	Human Environmental Sciences	HESC	HESC	1031	About the Profession	U	ELC	1	Fall 2011
AFLS	Human Environmental Sciences	HESC	HESC	3616	Resort and Club Management	U	ELC	3	Fall 2011

## KEY

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### ACTION

ANC= ADD NEW COURSE  
ELC= ELIMINATE COURSE  
CT= CHANGE TITLE  
CD= CHANGE DESCRIPTION  
CHN= CHANGE COURSE NUMBER FROM \_\_\_TO\_\_\_  
CCH= CHANGE CREDIT HOURS FROM \_\_\_TO\_\_\_  
CL= CROSS LISTED  
CEUDC= CHANGE EXISTING UNDERGRADUATE COURSE TO DUAL CREDIT  
CEUGC= CHANGE EXISTING UNDERGRADUATE COURSE TO GRADUATE CREDIT  
CEGUC= CHANGE EXISTING DUAL/GRADUATE COURSE TO UNDERGRADUATE CREDIT  
OTH= OTHER  
RA= REACTIVATE COURSE  
IN= INACTIVATE COURSE

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

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RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 1A

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
Core Curriculum Committee Date Board of Trustees Approval/Notification Date
University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [ ] Major/Field of Study [ ] Minor [X] Other Unit [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name BA, International Relations

College, School, Division ARSC Department Code ARSD

Current Code (6 digit Alpha) IRELBA Proposed Code (6 digit Alpha)
Prior approval from the Office of the Registrar is required.

[X] Interdisciplinary Program CIP Code 45.0901
Prior assignment from Office of Institutional Research is required.

Proposed Name (no name change, just change in alpha subject code for International Relations courses)
When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[ ] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE
http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name Effective Catalog Year
No new students admitted to program after Term: Year:
Allow students in program to complete under this program until Term: Year:

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: For all International Relations Courses Change FIIR subject code to IREL.

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**When the international relations major was developed, there was a direct relationship between the major program and the Fulbright Institute of International Relations. That relationship no longer exists, and for clarity and simplification, we wish to convert the existing subject code of FIIR to IREL. Currently, this will impact two courses: FIIR 2813 Introduction to International Relations and FIIR 4003 International Relations Seminar. The new IREL subject code will be more intuitive to students, advisors and faculty, and more readily recognizable as the subject code for courses affiliated with the international relations degree program (which has a 6-character alpha code of IRELBA). We also wish to use the IREL subject code for any international relations courses that might be created in the future.**

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**



**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_

**Distribution**

Notification to:

- (1) College
- (2) Department
- (3) Admissions
- (4) Institutional Research
- (5) Continuing Education
- (6) Graduate School
- (7) Treasurer
- (8) Undergraduate Program Committee

5/12/08

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

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Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 2A

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

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SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
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University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [X] Major/Field of Study [ ] Minor [ ] Other Unit [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name BSE, Communication Disorders

College, School, Division EDUC Department Code RHRC

Current Code (6 digit Alpha) CDISBS Proposed Code (6 digit Alpha)
Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program CIP Code 51.0204
Prior assignment from Office of Institutional Research is required.

Proposed Name
When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

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[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name Effective Catalog Year
No new students admitted to program after Term: Year:
Allow students in program to complete under this program until Term: Year:

SECTION V: Proposed Changes to an Existing Program or Program Policies

**Insert here a statement of the exact changes to be made: Remove ANTH 1023 as a prerequisite to CDIS 2253. Add ANTH 1023 as a prerequisite/corequisite to CDIS 4273 . This requirement does not apply to non-majors who wish to enroll in CDIS 4273.**

Check if either of these boxes apply and provide the necessary signature:

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### **SECTION VI: Justification**

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**The prerequisite for CDIS 2253**

**in the currently listed prerequisite/corequisite. ANTH 1023 is being added as a prerequisite/corequisite to CDIS4273 (for majors only) since it provides an understanding of the cultural bases of communicative behavior. Please allow this change to be put into place immediately so CDIS 2253 and CDIS 4273 accommodate increased enrollment of none CDIS majors.**

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**For centers, prepare text consistent with current catalog style.**

**CDIS2253 Introduction to Communicative Disorders (Sp, Fa)** An introductory course which surveys the professional interests of speech-language pathology and audiology with specific attention to the general recognition and classification of disorders of speech, language, and hearing, and general trends in rehabilitation. Consideration given to the classroom teacher's involvement in communication disorders. Prerequisite: ANTH 1023. None

**CDIS4273 Communication Behavior and Aging (Fa)** Study of the effects upon communication of normal aspects of the aging process, from early adulthood throughout the lifespan. Changes in speech, language, and hearing functioning are identified; common alterations in communicative disorders commonly associated with advanced age are discussed. **Prerequisite/corequisite for majors only: ANTH 1023**

**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_  
DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

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5/12/08

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Minor in Retail Technologies for Business Students - Attachments 3L and 3M

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ATTACHMENT 2B

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Level: [x] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

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Current Name N/A

College, School, Division EDUC Department Code RHRC

Current Code (6 digit Alpha) CDIS-M Proposed Code (6 digit Alpha)
Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program CIP Code 51.0204
Prior assignment from Office of Institutional Research is required.

Proposed Name Minor in Communication Disorders
When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[x] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE
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SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made:

Check if either of these boxes apply and provide the necessary signature:

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- Change in Program Policies

## **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**Undergraduate students have inquired about and requested the f**

**In addition, the minor would provide premedical, education and foreign language students to supplement their undergraduate knowledge base for graduate/professional school or when seeking employment.**

NEW: Proposed Addition to Catalog Text:

**An undergraduate minor in communication disorders is available to students in the college of education and health professions as well as to students enrolled in other colleges. The 18 hour minor may enhance future career opportunities for those in human environmental science, human development, family sciences as well as communication, English, psychology, sociology, biological and physical sciences, pre-med, and foreign languages.**

**The minor requires 18 hours of course work, which must include CDIS 2253, CDIS 3124 (and lab), CDIS 224 (and lab). The remaining hours for the minor can be selected from approved CDIS undergraduate electives. Students who wish to minor in communication disorders must notify the program of their intention and meet with the CDIS undergraduate advisor, Mr. Larry Aslin, prior to enrolling in those courses that require approval.**

### **Communication Disorders Program Minor Requirements**

**18**

#### **Required Courses:**

**CDIS 2253 Intro, to Communicative Disorders**

**CDIS 3124 Normal Phonology and Articulation**

**CDIS 3120L Phonetic Transcription Lab.**

**CDIS 3224 Language Development in Children**

**CDIS 3220L Language Transcription Lab**

#### **Electives Courses**

**CDIS 3213 Anatomy and Physiology of the Speech and Hearing Mechanisms**

**CDIS 3103 Introduction to Audiology**

**CDIS 4253 Neurological Bases of Communication**

**CDIS 4133 Introduction to Aural Rehabilitation**

**CDIS 4273 Communication Behavior and Aging**

**CDIS 4001 Undergraduate Clinical Practicum**

## **SECTION VII: Catalog Text and Format**

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- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.

- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

Go!

## 201 Speech and Hearing Clinic

479-575-4509

- Professor Shadden
- Associate Professor Toner, Hagstrom
- Assistant Professor Baker
- Visiting Clinical Assistant Professor Agan
- Research Associate Aslin
- Instructor McGehee

An undergraduate major in communication disorders leads to the B.S.E. degree and prepares students for graduate studies (master's level) in speech-language pathology and audiology. The minimum requirements for all students in the college are listed under general studies under [Degree Requirements](#).

### Admission to the B.S.E. Major Degree Program in Communication Disorders

All students declaring an undergraduate major in communication disorders are accepted as tentative candidates to the undergraduate program and assigned the pre-communication disorders code (PCDIS). However, formal admission to the program is limited. Students must apply for admission to the undergraduate B.S.E. degree program in communication disorders prior to taking junior- and senior-level classes in the major. Requirements for admission include the following:

- Completion of the admission application form.
- Junior status at the time that 3000-level courses will be taken.
- An overall minimum GPA of 3.0 over the first four semesters (50-60 hours) of college course work.
- Satisfactory completion of an admission interview with designated members of the faculty.

Students who do not meet admission criteria for the B.S.E. degree program in communication disorders in any given year may reapply in subsequent years.

#### Requirements for the program in Communication Disorders

##### [University Core](#) (State Minimum Core)

**Hours**  
35

Of which Communications Disorders requires the following specific courses:

BIOL 1543/1541L Principles of Biology with lab

PSYC 2003 General Psychology

ANTH 1023 Introduction to Cultural Anthropology

And choose one of the following:

PHYS 1023/1021L Physics and Human Affairs with lab

PHYS 2013/2011L College Physics I with lab

or CHEM 1074/1071L Fundamentals of Chemistry with lab

##### **Additional General Studies course requirements for Communication Disorders**

8

ENGL 2003 Advanced Comp or ENGL 2013 Essay Writing or ENGL 3053 Technical and Report Writing or

HNED 400vH(3), if honors student

COMM 1313 Fundamentals of Communication

HLSC 2662 Terminology for the Health Professions

##### **Communication Disorders Major Requirements**

41

CDIS 2253 Introduction to Communicative Disorders

CDIS 3103 Introduction to Audiology

CDIS 3124 Normal Phonology and Articulatory Process

CDIS 3203 Articulation Disorders

CDIS 3213 Anatomy of Physiology of the Speech and Hearing Mechanisms

CDIS 3224 Language Development in Children

CDIS 3233 Introduction to Clinical Practice

CDIS 4133 Introduction to Aural Rehabilitation

CDIS 4213 Introduction to Speech and Hearing Science  
 CDIS 4183 Clinical Assessment of Speech and Language Disorders  
 CDIS 4223 Language Disorders in Children  
 CDIS 4253 Neurological Bases of Communication  
 CDIS 4273 Communication Behavior and Aging

**Electives**

39-40

**Total for Communication Disorders**

124

NEW: Proposed Addition to Catalog Text:

**An undergraduate minor in communication disorders is available to students in the college of education and health professions as well as to students enrolled in other colleges. The 18 hour minor may enhance future career opportunities for those in human environmental science, human development, family sciences as well as communication, English, psychology, sociology, biological and physical sciences, pre-med, and foreign languages.**

**The minor requires 18 hours of course work, which must include CDIS 2253, CDIS 3124 (and lab), CDIS 224 (and lab). The remaining hours for the minor can be selected from approved CDIS undergraduate electives. Students who wish to minor in communication disorders must notify the program of their intention and meet with the CDIS undergraduate advisor, Mr. Larry Aslin, prior to enrolling in those courses that require approval.**

**Communication Disorders Program Minor Requirements 18**

**Required Courses:**

**CDIS 2253 Intro. to Communicative Disorders**

**CDIS 3124 Normal Phonology and Articulation**

**CDIS 3120L Phonetic Transcription Lab.**

**CDIS 3224 Language Development in Children**

**CDIS 3220L Language Transcription Lab**

**Electives Courses**

**CDIS 3213 Anatomy and Physiology of the Speech and Hearing Mechanisms**

**CDIS 3103 Introduction to Audiology**

**CDIS 4253 Neurological Bases of Communication**

**CDIS 4133 Introduction to Aural Rehabilitation**

**CDIS 4273 Communication Behavior and Aging**

**CDIS 4001 Undergraduate Clinical Practicum**

**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
 Initials \_\_\_\_\_ Date \_\_\_\_\_

**Distribution**

Notification to:

- (1) College
- (2) Department
- (3) Admissions
- (4) Institutional Research
- (5) Continuing Education
- (6) Graduate School
- (7) Treasurer
- (8) Undergraduate Program Committee

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.





**, (4) change the program guide/requirements to reflect the change of the course number of INEG 3513**  
**, (5) change one 2 hour Technical Elective Course to a 3 hour Technical Elective Course, and (6) change one 3 hour**  
**Technical Elective Course to a 4 hour Technical Elective Course.**

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

\_\_\_\_\_

\_\_\_\_\_

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

#### **Technology Education (TEED)**

Vinson Carter

Adviser

F-08 Stone House South

479-575-3076

A Bachelor of Science in Education degree with a concentration in Technology Education is a licensure program that prepares students to teach technology, pre-engineering, or other technical subject matter at the high school, middle-level, or community college. Additionally, the program prepares one to enter mid-level technical/management careers in business and industry. The concentration is a specialized field of study within the Career and Technical Education program at the University of Arkansas.

	<b>Hours</b>
<b>University Core Requirements (State Minimum Core)</b> See Page 40	35
Science concentration of core must include: <del>CHEM 1103/1101L University Chemistry and lab</del> 4 Hour Lecture/Lab Science Class as listed in the University Core PHYS 2013/2011L College Physics and lab MATH 2043 Survey of Calculus	
<b>Technical Requirements</b>	<del>32</del> 30
TEED 1103 The Nature of Technology	
TEED 2103 Technology and Society	
GNEG 1111 Introduction to Engineering I	
GNEG 1121 Introduction to Engineering II	
TEED 3103 Technological Research, Experimentation, & Trouble-Shooting	
TEED 4103 Engineering Design Capstone	
GNEG 1122 Introduction to CAD	
TEED 3303 Energy, Power, and Transportation	
TEED 3203 Information and Communication Systems	
<del>INEG 3513 Manufacturing Design</del>	
INEG 2513 Manufacturing Design	
<del>ELEG 2904 Digital Design</del>	
AGME 3173 Electricity	
<del>CVEG 4513 Construction Management</del>	
AGME 3042 Construction Technology	
<b>Professional Education</b>	39
COMM 1313 Fundamentals of Communication	
CIED 1003 Introduction to Technology in Education	
CATE 1001 Practicum in CATE	
CIED 3023 Survey of Exceptionalities	
CIED 3033 Classroom Learning Theory	
CATE 4003 Professionalism	
CATE 4013 Teaching Strategies	
CATE 4023 Classroom Management	
CATE 4033 Assessment/Program Evaluation	
CATE 4041 Lab Management	
CATE 4051 Seminar	
CATE 406V Teaching Internship (12 hours)	
<b>Technical Electives</b>	<del>18</del> 20
<b>Total Hours</b>	124

Internship Semester (Spring Semester/Senior Year) Admission Criteria:

1. Candidate must hold a cumulative GPA of 2.50 or higher
2. Candidate must have taken and passed the Praxis I examination during the previous semester or earlier

3. Candidate must have taken and passed the Praxis II content examination during the previous semester or earlier

4. Candidate must complete a successful “internship admission interview” with Career & Technical Education faculty. Note these interviews are scheduled with all senior students during the fall semester.

Note: All students seeking licensure in the State of Arkansas are subject to a criminal background check. Forms needed to complete this procedure may be obtained in G-22 Stone House South on the University of Arkansas campus. These forms may also be obtained from any police station (including the University of Arkansas Police station) or directly from the Arkansas State Department. These background checks take up to six months to process; therefore, students are advised to complete and submit the forms to the proper authorities at least six months in advance of graduation (or six months prior to applying for a teaching license). Arkansas will not grant a teaching license to anyone who has been convicted of a felony.

### **Technology Education Eight-Semester Degree Program**

Students wishing to follow the eight-semester degree plan in Technology Education should see page 42 in the Academic Regulations chapter for university requirements of the program.

#### **Fall Semester Year 1**

3 ENGL 1013 Composition I  
1 GNEG 1111 Introduction to Engineering I  
3 † Social Science  
2 GNEG 1122 Introduction to CAD  
3 † U.S. History  
1 CATE 1001 Practicum in Career & Technical Education

**13 Semester Hours**

#### **Spring Semester Year 1**

3 ENGL 1023 Composition II  
1 GNEG 1121 Introduction to Engineering II  
~~4 ELEG 2904 Digital Design~~  
3 AGME 3173 Electricity  
3 TEED 1103 The Nature of Technology  
3 MATH 2043 Survey of Calculus  
~~2 Technical Elective Course \*\*\*~~  
3 Technical Elective Course \*\*\*

**16 Semester Hours**

#### **Fall Semester Year 2**

4 PHYS 2013/2011L College Physics with lab  
3 † Fine Arts or Humanities  
3 COMM 1313 Fundamentals of Communication  
3 TEED 2103 Technology & Society  
3 CIED 1003 Introduction to Technology in Education

**16 Semester Hours**

#### **Spring Semester Year 2**

3 Technical Elective Course\*\*\*  
~~4 CHEM 1103/1101L University Chemistry I with lab~~  
4 † Science as listed in the University Core  
3 TEED 3103 Tech. Research, Experimentation, & Trouble-shooting  
3 † Fine Arts or Humanities  
3 † Social Science

**16 Semester Hours**

#### **Fall Semester Year 3**

3 CIED 3023 Survey of Exceptionalities  
3 CIED 3033 Classroom Learning Theory  
3 TEED 3203 Information and Communications Systems  
~~3 INEG 3513 Manufacturing Design and Processes~~  
3 INEG 2513 Manufacturing Design and Processes  
3 Technical Elective Course\*\*\*  
4 Technical Elective Course\*\*\*

**16 Semester Hours**

**Spring Semester Year 3**

3 TEED 3303 Energy, Power, & Transportation

3 †Social Science

2 AGME 3042 Construction Technology

3 Technical Elective Course\*\*\*

3 Technical Elective Course\*\*\*

4 Technical Elective Course\*\*\*

**18 Semester Hours**

**Fall Semester Year 4**

3 TEED 4103 Eng. Design for TE Capstone

3 CATE 4003 Professionalism

3 CATE 4013 Teaching Strategies

3 CATE 4023 Classroom Management

3 CATE 4033 Assessment & Program Evaluation

~~3 CVEG 4513 Construction Management~~

**15 Semester Hours**

**Spring Semester Year 4**

1 CATE 4041 Lab Management

1 CATE 4051 Seminar

12 CATE 406V Teaching Internship (12 hours)

**14 Semester Hours**

**124 Total Hours**

**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_

SUBJ \_\_\_\_\_

CIP \_\_\_\_\_

CRTS \_\_\_\_\_

DGRE \_\_\_\_\_

PGCT \_\_\_\_\_

OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_

REQ. DEF. \_\_\_\_\_

Initials \_\_\_\_\_

Date \_\_\_\_\_

**Distribution**

Notification to:

(1) College

(2) Department

(3) Admissions

(4) Institutional Research

(5) Continuing Education

(6) Graduate School

(7) Treasurer

(8) Undergraduate Program Committee

5/12/08

## Attachment 2E

### Professional Education Program Proposal (Minor Revisions)

#### C O V E R S H E E T

**Institution:** University of Arkansas **Date Submitted:** 8-19-10

**Program Contact Person:** Vinson Carter **Position/Title:** Instructor

**Phone:** (479) 575-3076 **Email:** vcarter@uark.edu

**Name of program:** CATEBS **Concentration:** Technology Education **CIP Code** 13.1319

**Degree or award level (B.S., M.A.T., post-baccalaureate, etc.):** B.S.E.

**Is this program intended to prepare candidates for educator licensure in Arkansas?**  **Yes**  
 **No**

If yes, indicate the title and grade range of the license for which candidates will be prepared:

**Title:** Technology Education **Grade Range:** 7-12

#### **Description of Minor Revisions:**

**(1) replace ELEG 2904 with AGME 3173**

**(2) r**  
Core

**(3) r**

**(4) change the program guide/requirements to reflect the change of the course number of INEG 3513**

**(5) change one 2 hour Technical Elective Course to a 3 hour Technical Elective Course**

**(6) change one 3 hour Technical Elective Course to a 4 hour Technical Elective Course.**

Total net changes: Less than 25%

The proposed changes will give students a better foundation to teach technology education as well as more flexibility to complete their program of study in a more timely manner.

## Revised Plan of Study:

### Fall Semester Year 1

3 ENGL 1013 Composition I  
1 GNEG 1111 Introduction to Engineering I  
3 † Social Science  
2 GNEG 1122 Introduction to CAD  
3 † U.S. History  
1 CATE 1001 Practicum in Career & Technical Education

**13 Semester Hours**

### Spring Semester Year 1

3 ENGL 1023 Composition II  
1 GNEG 1121 Introduction to Engineering II  
~~4 ELEG 2904 Digital Design~~  
3 AGME 3173 Electricity  
3 TEED 1103 The Nature of Technology  
3 MATH 2043 Survey of Calculus  
~~2 Technical Elective Course\*\*\*~~  
3 Technical Elective Course\*\*\*

**15 Semester Hours**

### Fall Semester Year 2

4 PHYS 2013/2011L College Physics with lab  
3 † Fine Arts or Humanities  
3 COMM 1313 Fundamentals of Communication  
3 TEED 2103 Technology & Society  
3 CIED 1003 Introduction to Technology in Education

**16 Semester Hours**

### Spring Semester Year 2

3 Technical Elective Course\*\*\*  
4 CHEM 1103/1101L University Chemistry I with lab  
4 † Science as listed in the University Core  
3 TEED 3103 Tech. Research, Experimentation, & Trouble-shooting  
3 † Fine Arts or Humanities  
3 † Social Science

**16 Semester Hours**

### Fall Semester Year 3

3 CIED 3023 Survey of Exceptionalities  
3 CIED 3033 Classroom Learning Theory  
3 TEED 3203 Information and Communications Systems  
~~3 INEG 3513 Manufacturing Design and Processes~~  
3 INEG 2513 Manufacturing Design and Processes  
~~3 Technical Elective Course\*\*\*~~

4 Technical Elective Course\*\*\*

**16 Semester Hours**

### Spring Semester Year 3

3 TEED 3303 Energy, Power, & Transportation  
3 † Social Science  
2 AGME 3042 Construction Technology  
3 Technical Elective Course\*\*\*  
3 Technical Elective Course\*\*\*  
4 Technical Elective Course\*\*\*

**18 Semester Hours**

**Fall Semester Year 4**

3 TEED 4103 Eng. Design for TE Capstone  
3 CATE 4003 Professionalism  
3 CATE 4013 Teaching Strategies  
3 CATE 4023 Classroom Management  
3 CATE 4033 Assessment & Program Evaluation  
~~3 CATEG 4513 Construction Management~~

**15 Semester Hours****Spring Semester Year 4**

1 CATE 4041 Lab Management  
1 CATE 4051 Seminar  
12 CATE 406V Teaching Internship (12 hours)

**14 Semester Hours****124 Total Hours**

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.



**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 3A

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
Core Curriculum Committee Date Board of Trustees Approval/Notification Date
University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [X] Major/Field of Study [ ] Minor [ ] Other Unit RMKT Conc. [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name BSBA, Marketing, (Retail Marketing Concentration)

College, School, Division WCOB Department Code MKTL

Current Code (6 digit Alpha) MKTGBS Proposed Code (6 digit Alpha)
Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program CIP Code 52.1401
Prior assignment from Office of Institutional Research is required.

Proposed Name
When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[X] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE
http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name RMKT Effective Catalog Year 2011

No new students admitted to program after Term: Summer Year: 2010
Allow students in program to complete under this program until Term: Fall Year: 2013

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Delete Retail Marketing concentration within Marketing major.

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**The Sam M. Walton College of Business is proposing a new Retail Major and three Retail Minors which will eliminate the need for a concentration in Retail Marketing.**

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

### **MARKETING AND LOGISTICS (MKTL)**

Thomas D. Jensen,

Department Chair, 302 WCOB, 479-575-4055

- R.A. and Vivian Young Chair and Distinguished Professor Kurtz
- Wal-Mart Chair of Marketing and Professor Burton
- Wal-Mart Lecturer in Retailing and Professor Jensen (T.)
- Oren Harris Chair of Transportation and Professor Ozment
- Garrison Chair in Supply Chain Management and Professor Waller
- Professors Howlett, Murray

- Associate Professors Ashton, Kopp, Rapert, Stassen
- Assistant Professors Eroglu, Hofer (C.), Smith (R.)
- Visiting Assistant Professors Hofer (A.), Jensen (M.)
- Instructors Cole, Cox

The department of marketing and logistics offers two majors:

- 1) marketing
- 2) transportation and logistics

Descriptions of the marketing major and courses follow. The transportation and logistics major is described in the next section.

### Marketing Major

The major in marketing requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

The major in marketing is designed to prepare students for careers involving product planning, distribution, promotion, and pricing strategies in profit or nonprofit organizations. In addition to a broad overview of the marketing functions within organizations, students are provided with knowledge and skills in consumer behavior, marketing research, and strategic marketing. Students majoring in marketing are actively subjected to problem-solving situations, both domestic and international, where a variety of contemporary tools are employed to stimulate the strategic decision-making process. Supportive disciplines with which the marketer should be familiar include psychology, sociology, accounting, economics, statistics, quantitative analysis, and research methodology.

The marketing major has two concentrations to select from: marketing management and retail marketing. The marketing management concentration is intended to provide students with broad knowledge and skills in marketing applicable to industry. The retail marketing concentration prepares students for marketing careers in the retail industry. - DELETE

### Marketing Major Requirements

Complete the requirements for a B.S.B.A. degree as listed on page 209.	Hours
<b>Total General Education</b>	60
<b>Walton College Core Requirements</b> (See page 209)	33
<b>Course Requirements in All Concentrations</b>	24
MKTG 3433 Introduction to Marketing Strategy	3
MKTG 3553 Consumer Behavior	3
MKTG 3633 Marketing Research	3
MKTG 4533 Marketing Management	3
Majors must select one of the following concentrations and must complete twelve hours of course work in the elected concentration.	
<b>Concentration I: Marketing Management</b>	
Select twelve hours from the following:	3
MKTG 4233 Integrated Marketing Communications	3
MKTG 4343 Selling and Sales Management	3
MKTG 4103 Marketing Topics	3
MKTG 4633 Global Marketing	3
MKTG 4433 Retail Strategy	3

MKTG 4443 Retail Buying and Merchandise	3
<b>Concentration II: Retail Marketing - DELETE</b>	
<b>MKTG 4433 Retail Strategy</b>	<b>3</b>
<b>MKTG 4443 Retail Buying and Merchandise</b>	<b>3</b>
Select two courses (six hours) from the following:	<b>6</b>
<b>MKTG 4233 Integrated Marketing Communications</b>	<b>3</b>
<b>MKTG 4343 Selling and Sales Management</b>	<b>3</b>
<b>MKTG 4103 Marketing Topics</b>	<b>3</b>
<b>MKTG 4633 Global Marketing</b>	<b>3</b>
<b>Junior- senior-level electives within Walton College</b>	15
Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of in-terdisciplinary minor or collateral track.	
<b>Total Walton College Requirements</b>	60
<b>Total Degree Requirements</b>	126

**Marketing Eight-Semester Degree Program:**

Students wishing to follow the eight-semester degree plan should see page 42 in the Academic Regulations chapter for university requirements of the program. The marketing major has two concentrations: marketing management and retail marketing. The eight-semester plans for both are listed below.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

**Marketing Management Concentration**

3	<i>ENGL 1013 Composition I</i> ** – University Core
3	<b>MATH 2053 Finite Math</b> – University Core
3	<b>COMM 1313 Fundamentals of Communication</b>
1	<b>WCOB 1111 Freshman Business Connections</b>
2	WCOB 1012 Legal Environment of Business *
0	<b>WCOB 1120 Computer Competency Requirement</b>
3	<i>U.S. History or Political Science</i> – University Core
<b>15</b>	<b>Semester Hours</b>
3	<i>ENGL 1023 Composition II</i> ** - University Core
3	<b>WCOB 1023 Business Foundations</b>
3	<b>WCOB 1033 Data Analysis and Interpretation</b>
3	<b>ECON 2023 Microeconomics</b> – University Core

4	<i>Natural Science</i> – University Core
<b>16</b>	<b>Semester Hours</b>
3	MATH 2043 Survey of Calculus **
3	<i>ECON 2013 Macroeconomics</i> ** - University Core
6	Select TWO of the following: <b>WCOB 2013 Markets and Consumers</b> <b>WCOB 2023 Production and Delivery of Goods and Services</b> <b>WCOB 2033 Acquiring and Managing Human Capital</b> <b>WCOB 2043 Acquiring and Managing Financial Resources</b>
3	<i>Social Science</i> – University Core
3	<i>Fine Art/Humanities</i> – University Core
<b>18</b>	<b>Semester Hours</b>
3	<i>Fine Art/Humanities</i> – University Core
4	<i>Natural Science</i> – University Core
3	Business Social Science
6	Select TWO of the following not completed in previous semester: <b>WCOB 2013 Markets and Consumers</b> <b>WCOB 2023 Production and Delivery of Goods and Services</b> <b>WCOB 2033 Acquiring and Managing Human Capital</b> <b>WCOB 2043 Acquiring and Managing Financial Resources</b>
16	Semester Hours
ALL pre-business requirements should be met by end of term	
3	<b>MKTG 3433 Introduction to Marketing Strategy</b>
6	WCOB 3016 Business Strategy and Planning
6	Junior Senior Business Electives
<b>15</b>	<b>Semester hours</b>
3	<b>MKTG 3633 Marketing Research</b>
3	MKTG elective
6	Junior Senior Business Electives
3	<i>ENGL 2003 or ENGL 2013 or General Education Elective</i> IF Advanced Composition Requirement has already been met***
<b>15</b>	<b>Semester hours</b>
3	<b>MKTG 3553 Consumer Behavior</b>
6	MKTG electives
7	<i>General Education Electives</i>
<b>16</b>	<b>Semester hours</b>

3	<b>MKTG 4533 Marketing Management</b>
3	MKTG elective
3	Junior Senior Business Elective
6	<i>General Education Electives</i>
<b>15</b>	<b>Semester hours</b>
<b>126</b>	<b>Total hours</b>

**Retail Marketing Concentration - DELETE**

**Fall Semester Year 1**

3	<i>ENGL 1013 Composition I</i> ** – University Core
3	<b>MATH 2053 Finite Math</b> – University Core
3	<b>COMM 1313 Fundamentals of Communication</b>
1	<b>WCOB 1111 Freshman Business Connections</b>
2	WCOB 1012 Legal Environment of Business *
0	<b>WCOB 1120 Computer Competency Requirement</b>
3	<i>U.S. History or Political Science</i> – University Core
<b>15</b>	<b>Semester Hours</b>

**Spring Semester Year 1**

3	<i>ENGL 1023 Composition II</i> ** - University Core
3	<b>WCOB 1023 Business Foundations</b>
3	<b>WCOB 1033 Data Analysis and Interpretation</b>
3	<b>ECON 2023 Microeconomics</b> – University Core

4	<i>Natural Science</i> – University Core
<b>16</b>	<b>Semester Hours</b>

**Fall Semester Year 2**

3	MATH 2043 Survey of Calculus **
3	<i>ECON 2013 Macroeconomics</i> ** - University Core
6	Select TWO of the following:
	<b>WCOB 2013 Markets and Consumers</b>
	<b>WCOB 2023 Production and Delivery of Goods and Services</b>
	<b>WCOB 2033 Acquiring and Managing Human Capital</b>
	<b>WCOB 2043 Acquiring and Managing Financial Resources</b>
3	<i>Social Science</i> – University Core
3	<i>Fine Art/Humanities</i> – University Core
<b>18</b>	<b>Semester Hours</b>

**Spring Semester Year 2**

3	<i>Fine Art/Humanities</i> – University Core
4	<i>Natural Science</i> – University Core
3	<i>Business Social Science</i>
6	Select TWO of the following not completed in previous semester:
	<b>WCOB 2013 Markets and Consumers</b>
	<b>WCOB 2023 Production and Delivery of Goods and Services</b>
	<b>WCOB 2033 Acquiring and Managing Human Capital</b>

<p><b>WCOB 2043 Acquiring and Managing Financial Resources</b>  <b>16 Semester Hours</b></p>
<p>ALL pre-business requirements should be met by end of term</p>
<p><b>Fall Semester Year 3</b></p>
<p>3 <b>MKTG 3433 Introduction to Marketing Strategy</b>  6 WCOB 3016 Business Strategy and Planning  6 Junior Senior Business Electives  <b>15 Semester hours</b></p>
<p><b>Spring Semester Year 3</b></p>
<p>3 <b>MKTG 3633 Marketing Research</b>  3 <b>MKTG 4433 Retail Strategy</b>  6 Junior Senior Business Electives  3 <i>ENGL 2003 OR ENGL 2013 OR General Education Elective IF Advanced Composition Requirement has already been met ***</i>  <b>15 Semester hours</b></p>
<p><b>Fall Semester Year 4</b></p>
<p>3 <b>MKTG 3553 Consumer Behavior</b>  3 <b>MKTG 4443 Retail Buying and Merchandise</b>  3 MKTG elective  7 <i>General Education Electives</i>  <b>16 Semester hours</b></p>
<p><b>Spring Semester Year 4</b></p>
<p>3 <b>MKTG 4533 Marketing Management</b>  3 MKTG elective  3 Junior Senior Business Elective  6 <i>General Education Electives</i>  15 Semester hours  <b>126 Total hours</b></p>
<p>* Must be taken prior to fall semester of sophomore year  ** Must be taken prior to fall semester of junior year  *** Must be taken prior to fall semester of senior year</p>

**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_



**Distribution**

Notification to:

(1) College  
(7) Treasurer

(2) Department  
(8) Undergraduate Program Committee

(3) Admissions

(4) Institutional Research

(5) Continuing Education

(6) Graduate School

5/12/08

## **ATTACHMENT 3B**

### **LETTER OF NOTIFICATION – 5**

#### **DELETION**

(Certificate, Degree, Option, Organizational Unit)

1. Institution submitting request: Department of Marketing and Logistics, University of Arkansas
2. Contact person/title: Sharon Gaber/Provost
3. Phone number/e-mail address: 479-575-5459 / [sgaber@uark.edu](mailto:sgaber@uark.edu)
4. Proposed effective date: July 1, 2011
5. Title of certificate, degree program, option, or organizational unit: BSBA, Marketing - Retail Marketing Concentration
6. CIP Code: 52.1401
7. Degree Code: 3590
8. Reason for deletion: Addition of the new Retail Major and three Retail Minors
9. Number of students still enrolled in program: 54 students
10. Expected graduation date of last student: Fall 2013
11. Name of courses which will be deleted as a result of this action: None
12. How will students in the deleted program be accommodated: Transitioned to the Retail Major.
13. Are funds available for reallocation? Yes – no new funds are necessary

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer:

Date:



**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 3C

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
Core Curriculum Committee Date Board of Trustees Approval/Notification Date
University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [X] Major/Field of Study [ ] Minor [ ] Other Unit [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name

College, School, Division WCOB

Department Code MKTL

Current Code (6 digit Alpha) RETLBS

Proposed Code (6 digit Alpha)

Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program

CIP Code ??????

Prior assignment from Office of Institutional Research is required.

Proposed Name Retail Major

When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[X] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE

http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name Effective Catalog Year

No new students admitted to program after Term: Year:

Allow students in program to complete under this program until Term: Year:

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Eliminates the retailing concentration for the marketing major replacing it with a retail major and three minors.

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**Retail is an important industry in Arkansas whether via retailers (e.g., Wal-Mart, Dillards, USA Drug) or those organizations that sell consumer goods through retailers (e.g., Tyson Foods, Yarnells, Whirlpool, Hanna's Candle Company). As such, there is demand for employees who understand consumers and the retail business, whether retailer or manufacturer, from a business perspective. Although there are retail majors at other institution, well known programs are actually in colleges of agriculture / environmental sciences. There are very few retail majors coming out of business programs. The University of Arkansas and the Sam M. Walton College of Business are in a unique position to capitalize on the retail sector and become the preeminent provider of retail education, training, and research**

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

### **MARKETING AND LOGISTICS (MKTL)**

Thomas D. Jensen,

Department Chair, 302 WCOB, 479-575-4055

• R.A. and Vivian Young Chair and Distinguished Professor Kurtz

- Wal-Mart Chair of Marketing and Professor Burton
- Wal-Mart Lecturer in Retailing and Professor Jensen (T.)
- Oren Harris Chair of Transportation and Professor Ozment
- Garrison Chair in Supply Chain Management and Professor Waller
- Professors Howlett, Murray
- Associate Professors Ashton, Kopp, Rapert, Stassen
- Assistant Professors Eroglu, Hofer (C.), Smith (R.)
- Visiting Assistant Professors Hofer (A.), Jensen (M.)
- Instructors Cole, Cox

The Department of Marketing and Logistics offers three majors:

1) Marketing,

2) Retail, and

3) Transportation and Logistics.

Description of the marketing major and courses follow. The retail major is described in the next section and the transportation and logistics major is described in the last section.

### **Marketing Major**

The major in marketing requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

The major in marketing is designed to prepare students for careers involving product planning, distribution, promotion, and pricing strategies in profit or nonprofit organizations. In addition to a broad overview of the marketing functions within organizations, students are provided with knowledge and skills in consumer behavior, marketing research, and strategic marketing.

Students majoring in marketing are actively subjected to problem-solving situations, both domestic and international, where a variety of contemporary tools are employed to stimulate the strategic decision-making process. Supportive disciplines with which the marketer should be familiar include psychology, sociology, accounting, economics, statistics, quantitative analysis, and research methodology.

The marketing major is intended to provide students with broad knowledge and skills in marketing applicable to a wide range of profit and nonprofit organizations.

### **Marketing Major Requirements**

Complete the requirements for a B.S.B.A. degree as listed on page 209.

#### **Hours**

**Total General Education** 60

**Walton College Core Requirements** (See page 209) 33

**Course Requirements in All Concentrations** 24

MKTG 3433 Introduction to Marketing Strategy 3

MKTG 3553 Consumer Behavior 3

MKTG 3633 Marketing Research 3

MKTG 4533 Marketing Management 3

Select twelve hours from the following:

MKTG 4233 Integrated Marketing Communications 3

MKTG 4343 Selling and Sales Management 3

MKTG 4103 Marketing Topics 3

MKTG 4633 Global Marketing 3

MKTG 4433 Retail Strategy 3

MKTG 4443 Retail Buying and Merchandise 3

**Junior- senior-level electives within Walton College** 15

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

**Total Walton College Requirements** 60

**Total Degree Requirements** 126

### **Marketing Eight-Semester Degree Program:**

Students wishing to follow the eight-semester degree plan should see page 42 in the Academic Regulations chapter for university requirements of the program. The marketing major has two concentrations: marketing management and retail marketing. The eight-semester plans for both are listed below.



Courses in **BOLD** must be taken in the designated semester. Courses in *ITALIC* may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

3 ENGL 1013 *Composition I* \*\* – University Core  
3 **MATH 2053 Finite Math** – University Core  
3 **COMM 1313 Fundamentals of Communication**  
1 **WCOB 1111 Freshman Business Connections**  
2 *WCOB 1012 Legal Environment of Business* \*  
0 **WCOB 1120 Computer Competency Requirement**  
3 U.S. History or Political Science – University Core  
**15 Semester Hours**

3 ENGL 1023 *Composition II* \*\* - University Core  
3 **WCOB 1023 Business Foundations**  
3 **WCOB 1033 Data Analysis and Interpretation**  
3 **ECON 2023 Microeconomics** – University Core  
4 *Natural Science* – University Core  
**16 Semester Hours**

3 MATH 2043 *Survey of Calculus* \*\*  
3 *ECON 2013 Macroeconomics* \*\* - University Core  
6 Select TWO of the following:  
**WCOB 2013 Markets and Consumers**  
**WCOB 2023 Production and Delivery of Goods and Services**  
**WCOB 2033 Acquiring and Managing Human Capital**  
**WCOB 2043 Acquiring and Managing Financial Resources**  
3 *Social Science* – University Core  
3 *Fine Art/Humanities* – University Core  
**18 Semester Hours**

3 *Fine Art/Humanities* – University Core  
4 *Natural Science* – University Core  
3 *Business Social Science*  
6 Select TWO of the following not completed in previous semester:  
**WCOB 2013 Markets and Consumers**  
**WCOB 2023 Production and Delivery of Goods and Services**  
**WCOB 2033 Acquiring and Managing Human Capital**  
**WCOB 2043 Acquiring and Managing Financial Resources**  
16 Semester Hours  
ALL pre-business requirements should be met by end of term

3 **MKTG 3433 Introduction to Marketing Strategy**  
6 *WCOB 3016 Business Strategy and Planning*  
6 *Junior Senior Business Electives*  
**15 Semester hours**

3 **MKTG 3633 Marketing Research**  
3 *MKTG elective*  
6 *Junior Senior Business Electives*  
3 **ENGL 2003 or ENGL 2013 or General Education Elective** IF Advanced  
*Composition Requirement has already been met\*\*\**  
**15 Semester hours**

3 **MKTG 3553 Consumer Behavior**  
6 *MKTG electives*

7 General Education Electives

**16 Semester hours**

**3 MKTG 4533 Marketing Management**

3 MKTG elective

3 Junior Senior Business Elective

6 General Education Electives

**15 Semester hours**

**126 Total hours**

### **Marketing Minor for Business Students:**

The Department of Marketing and Logistics offers a minor for Walton College students desiring more knowledge of marketing to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The 15 hours include the following courses:

MKTG 3433 Introduction to Marketing Strategy

MKTG 3553 Consumer Behavior

Plus nine hours from the following courses:

MKTG 4233 Integrated Marketing Communications

MKTG 4343 Selling and Sales Management

MKTG 3633 Marketing Research

MKTG 4633 Global Marketing

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

Students who desire to earn a Marketing minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

SEE PAGE 372 FOR MARKETING (MKTG) COURSES

### **Retail Major**

The retail major requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

The major in retail is designed to prepare students for careers in retailing or in companies that manufacture, sell, and distribute consumer goods to retailers. In addition to a broad view of the business and retail environments students can select to concentrate their retail studies in accounting, economics, finance, information systems, international retail, management, marketing, or supply chain management. A general retail concentration is also available.

### **Retail Major Requirements**

Complete the requirements for a B.S.B.A. degree as listed on page 209.

**Hours**

**Total General Education 60**

**Walton College Core Requirements (See page 209) 33**

**Course Requirements in All Concentrations 24**

MKTG 3433 Introduction to Marketing Strategy 3

MKTG 3553 Consumer Behavior 3

MKTG 4433 Retail Strategy 3

MKTG 4443 Retail Buying and Merchandise 3

Select twelve hours from a single concentration:

**Accounting Concentration (12 hours)**

ACCT 2013 Accounting Principles

ACCT 3613 Managerial Use of Accounting Info

ACCT 3723 Intermediate Accounting I

ACCT 4673 Product, Project and Service Costing

Economics Concentration (12 hours)

ECON 3033 Microeconomic Theory  
ECON 3133 Macroeconomic Theory  
ECON 4333 Economics of Organizations  
ECON 4633 International Trade  
ECON 4643 International Macroeconomics and Finance

Finance Concentration (12 hours)

FINN 3013 Financial Analysis and Valuation  
FINN 3053 Financial Markets and Institutions  
FINN 3603 Corporate Finance  
FINN Elective – select 3 hours from  
FINN 3623 Risk Management  
FINN 3703 International Finance  
FINN 3933 Real Estate Principles

Information Systems Concentration (12 hours)

ISYS 2263 Introduction to Information Systems  
WCOB 4213 ERP Fundamentals  
ISYS 4243 Current Topics in Computer Information (RFID)  
ISYS 4293 Business Intelligence

International Concentration (12 hours)

ECON 3853 Emerging Markets  
ECON 4633 International Trade  
ECON 4643 International Macroeconomics and Finance  
ECON 4653 Global Competition and Strategy  
FINN 3703 International Finance  
MGMT 4583 International Management  
MKTG 4633 Global Marketing  
TLOG 4643 International Transportation and Logistics

Management Concentration (12 hours)

MGMT 3933 Entrepreneurship and New Venture Development  
MGMT 4243 Ethics and Corporate Responsibility  
MGMT 4253 Leadership  
MGMT 4263 Organizational Change and Development  
MGMT 4433 Small Enterprise Management  
MGMT 4583 International Management  
MGMT 4943 Organizational Staffing  
MGMT 4953 Organizational Rewards and Compensation

Marketing Concentration (12 hours)

MKTG 3633 Marketing Research  
MKTG 4003H Marketing Honors Colloquium  
MKTG 4103 Marketing Topics  
MKTG 4233 Integrated Marketing Communications  
MKTG 4343 Selling and Sales Management  
MKTG 4633 Global Marketing  
MKTG 4853 Marketing Management

Supply Chain Management Concentration (12 hours)

TLOG 3443 Principles of Transportation  
TLOG 3613 Business Logistics  
TLOG 3623 Purchasing and Inventory Systems  
TLOG 4633 Transportation Carrier Management  
TLOG 4643 International Transportation and Logistics

### General Retail Concentration (12 hours)

Select 1 course from each of 4 different areas

#### Accounting

ACCT 2013 Accounting Principles

#### Economics

ECON 3033 Microeconomic Theory

ECON 3133 Macroeconomic Theory

ECON 4333 Economics of Organizations

ECON 4633 International Trade

ECON 4643 International Macroeconomics and Finance

#### Finance

FINN 3013 Financial Analysis and Valuation

FINN 3053 Financial Markets and Institutions

FINN 3603 Corporate Finance

FINN 3623 Risk Management

FINN 3703 International Finance

FINN 3933 Real Estate Principles

FINN 4833 Property/Casualty Ins. I

#### Information Systems

ISYS 2263 Introduction to Information Systems

ISYS 4243 Current Topics in Computer Information

WCOB 4213 ERP Fundamentals

#### Management -

MGMT 4243 Ethics and Corporate Responsibility

MGMT 4253 Leadership

MGMT 4263 Organizational Change and Development

MGMT 4943 Organizational Staffing

MGMT 4953 Organizational Rewards and Compensation

MGMT 4433 Small Enterprise Management

#### Marketing

MKTG 3633 Marketing Research

MKTG 4233 Integrated Marketing Communications

MKTG 4343 Selling and Sales Management

MKTG 4633 Global Marketing

#### Transportation and Logistics

TLOG 3613 Business Logistics

TLOG 3443 Principles of Transportation

### Junior- senior-level electives within Walton College 15

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

**Total Walton College Requirements 60**

**Total Degree Requirements 126**

### Retail Eight-Semester Degree Program:

Students wishing to follow the eight-semester degree plan should see page 42 in the Academic Regulations chapter for university requirements of the program.

The eight-semester plan for the retail major is listed below.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated

sequence, the recommendations below are preferred.

**Fall Semester Year 1**

- 3 ENGL 1013 Composition I – University Core
- 3 MATH 2053 Finite Math – University Core
- 3 COMM 1313 Fundamentals of Communication
- 1 WCOB 1111 Freshman Business Connections
- 2 WCOB 1012 Legal Environment of Business \*
- 0 WCOB 1120 Computer Competency Requirement
- 3 U.S. History or Political Science – University Core

**15 Semester Hours**

**Spring Semester Year 1**

- 3 ENGL 1023 Composition II - University Core
- 3 WCOB 1023 Business Foundations
- 3 WCOB 1033 Data Analysis and Interpretation
- 3 ECON 2023 Microeconomics – University Core
- 4 Natural Science – University Core

**16 Semester Hours**

**Fall Semester Year 2**

- 3 MATH 2043 Survey of Calculus \*\*
- 3 ECON 2013 Macroeconomics \*\* - University Core
- 6 Select TWO of the following:
  - WCOB 2013 Markets and Consumers
  - WCOB 2023 Production and Delivery of Goods and Services
  - WCOB 2033 Acquiring and Managing Human Capital
  - WCOB 2043 Acquiring and Managing Financial Resources

3 Social Science – University Core

3 Fine Art/Humanities – University Core

**18 Semester Hours**

**Spring Semester Year 2**

- 3 Fine Art/Humanities – University Core
- 4 Natural Science – University Core
- 3 Business Social Science
- 6 Select TWO of the following not completed in previous semester:
  - WCOB 2013 Markets and Consumers
  - WCOB 2023 Production and Delivery of Goods and Services
  - WCOB 2033 Acquiring and Managing Human Capital
  - WCOB 2043 Acquiring and Managing Financial Resources

16 Semester Hours

ALL pre-business requirements should be met by end of term

**Fall Semester Year 3**

- 3 MKTG 3433 Introduction to Marketing Strategy
- 6 WCOB 3016 Business Strategy and Planning
- 3 Retail Concentration
- 3 Junior Senior Business Electives

**15 Semester hours**

**Spring Semester Year 3**

- 3 MKTG 3553 Consumer Behavior
- 3 MKTG 4433 Retail Strategy
- 6 Retail Concentration
- 3 General Education Elective

**15 Semester hours**

**Fall Semester Year 4**

- 3 MKTG 4443 Retail Buying and Merchandise
- 6 Junior Senior Business Elective
- 7 General Education Electives

**16 Semester hours**

**Spring Semester Year 4**

- 3 Retail Concentration

6 Junior Senior Business Elective

6 General Education Electives

15 Semester hours

126 Total hours

### **Retail Minors for Business Students:**

The Department of Marketing and Logistics offers three retail minors for Walton College students desiring more knowledge of retail, retail technology, or retail analytics to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The three retail minors are listed below.

#### **Retail Minor (15) hours**

MKTG 3433 Introduction to Marketing Strategy

MKTG 3553 Consumer Behavior

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

Plus 3 hours from the following courses

ACCT 2013 Accounting Principles

ECON – any ECON at the 3000 or 4000 level

FINN 3013 Financial Analysis and Valuation

MGMT - any MGMT at the 3000 or 4000 level

MKTG 4233 Integrated Marketing Communications

TLOG 3613 Business Logistics

WCOB 4213 ERP Fundamentals

#### **Retail Technologies Minor (15 hours)**

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

WCOB 4213 ERP Fundamentals

ISYS 4243 Current Topics in Computer Information (RFID)

ISYS 4293 Business Intelligence

#### **Retail Analytics Minor (15 hours)**

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

Plus 9 hours from the following courses

ECON 4743 Introduction to Econometrics

ECON 4753 Forecasting

ISYS 4293 Business Intelligence

MKTG 3633 Marketing Research

Students who desire to earn retail, retail technology, or retail analytics minors must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

### **Transportation and Logistics Major**

The major in transportation and logistics is designed to prepare students for careers in carrier management and logistics management. Carrier management is the management of the domestic and international modes of transportation. Logistic management applies analytical techniques and uses the systems approach in managing the flow of materials into and through the production and manufacturing processes of a firm to its customers.

Basic employment opportunities exist in marketing, sales, and operations positions with carriers in all transportation modes, and in positions with shippers having responsibility in one or more of the areas under logistics management, warehousing, packaging, and materials handling. Opportunities also exist in governmental agencies.

Complete the requirements for a B.S.B.A. degree as listed on page 209.

#### **Hours**

Total General Education 60

Walton College Core Requirements (See page 209) 33

Course Requirements in the Major 24

TLOG 3443 Principles of Transportation 3  
TLOG 3613 Business Logistics 3  
TLOG 3623 Purchasing and Inventory Systems 3  
TLOG 4633 Transportation Carrier Management 3  
TLOG 4643 International Transportation and Logistics 3  
TLOG 4653 Transportation and Logistics Strategy 3  
Plus two classes (six hours) from a single area: 6

**Information Systems:**

ISYS 2263 Intro to Information Systems Dev. 3

**Marketing:**

MKTG 4343 Selling and Sales Management 3

MKTG 3633 Marketing Research 3

MKTG 4633 Global Marketing 3

MKTG 4433 Retail Strategy 3

**International:**

ECON 4633 International Trade Policy 3

ECON 4643 International Macroeconomics and  
Finance

3

ECON 4653 Global Competition and Strategy 3

FINN 3703 International Finance 3

MGMT 4853 International Management 3

MGMT 4833 International Marketing 3

Junior- senior-level electives within Walton College 15

Sam M. Walton College of Business

University of Arkansas, 234 Fayetteville

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

**Total Walton College Requirements 60**

**Total Degree Requirements 126**

**Transportation and Logistics Eight-Semester Degree Program:**

Students wishing to follow the eight-semester degree plan for Transportation and Logistics should see page 42 in the Academic Regulations chapter for university requirements of the program.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

3 ENGL 1013 *Composition I* \*\* – University Core

3 MATH 2053 **Finite Math** – University Core

3 COMM 1313 **Fundamentals of Communication**

1 WCOB 1111 **Freshman Business Connections**

2 WCOB 1012 *Legal Environment of Business* \*

0 WCOB 1120 **Computer Competency Requirement**

3 U.S. History or Political Science – University Core

**15 Semester Hours**

3 ENGL 1023 *Composition II* \*\* - University Core

3 WCOB 1023 **Business Foundations**

3 WCOB 1033 **Data Analysis and Interpretation**

3 ECON 2023 **Microeconomics** – University Core

4 Natural Science – University Core

**16 Semester Hours**

3 MATH 2043 *Survey of Calculus* \*\*

3 ECON 2013 **Macroeconomics** \*\* - University Core

6 Select TWO of the following:

**WCOB 2013 Markets and Consumers**

**WCOB 2023 Production and Delivery of Goods and Services**

**WCOB 2033 Acquiring and Managing Human Capital**  
**WCOB 2043 Acquiring and Managing Financial Resources**  
3 Social Science– University Core  
3 Fine Art/Humanities– University Core  
**18 Semester Hours**

3 Fine Art/Humanities– University Core  
4 Natural Science– University Core  
3 Business Social Science  
6 Select TWO of the following not completed in previous semester:

**WCOB 2013 Markets and Consumers**  
**WCOB 2023 Production and Delivery of Goods and Services**  
**WCOB 2033 Acquiring and Managing Human Capital**  
**WCOB 2043 Acquiring and Managing Financial Resources**  
**16 Semester Hours**

ALL pre-business requirements should be met by end of term

3 **TLOG 3443 Principles of Transportation**  
3 **TLOG 3613 Business Logistics**  
3 Collateral from a single area  
6 WCOB 3016 Business Strategy and Planning  
**15 Semester hours**

3 Collateral from a single area  
9 Junior Senior Business Electives  
3 ENGL 2003 or ENGL 2013 or General Education Elective IF Advanced  
Composition Requirement has already been met\*\*\*  
1 General Education Elective  
**16 Semester hours**

3 **TLOG 3623 Purchasing and Inventory Systems**  
3 **TLOG 4633 Transportation Carrier Management**  
6 General Education Electives  
3 Junior Senior Business Elective  
**15 Semester hours**

3 **TLOG 4643 International Transportation and Logistics**  
3 **TLOG 4653 Transportation and Logistics Strategy**  
3 Junior Senior Business Elective  
6 General Education Electives  
**15 Semester hours**

**126 Total hours**

\* Must be taken prior to fall semester of sophomore year

\*\* Must be taken prior to fall semester of junior year

\*\*\* Must be taken prior to fall semester of senior year

**Transportation and Logistics Minor for Business Students:**

The Department of Marketing and Logistics offers a minor for Walton College students desiring more knowledge of transportation and logistics to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The 15 hours include the following courses:

TLOG 3443 Principles of Transportation

TLOG 3613 Business Logistics

TLOG 3623 Purchasing and Inventory Systems

TLOG 4633 Transportation Carrier Management

TLOG 4643 International Transportation Logistics

Students who desire to earn a Transportation and Logistics minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course prerequisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.



SEE PAGE

**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_

**Distribution**

Notification to:

- (1) College
- (2) Department
- (3) Admissions
- (4) Institutional Research
- (5) Continuing Education
- (6) Graduate School
- (7) Treasurer
- (8) Undergraduate Program Committee

5/12/08

## **ATTACHMENT 3E**

### **PROPOSAL – 1 NEW CERTIFICATE OR DEGREE PROGRAM**

#### **1. PROPOSED PROGRAM TITLE**

Bachelor of Science in Business Administration with a major in Retail (B.S.B.A. with Retail Major)

#### **2. CIP CODE REQUESTED**

??????

#### **3. CONTACT PERSON**

Name: Provost Sharon Gaber  
Name of Institution: University of Arkansas  
Address: Sharon Gaber  
Provost and Vice Chancellor for Academic Affairs  
422 Administration Bldg.  
Fayetteville, AR 72701  
E-mail Address: sgaber@uark.edu  
Phone Number: 479.575.5459

#### **3. PROPOSED STARTING DATE**

July 1, 2011

#### **5. PROGRAM SUMMARY**

Provide a general description of the proposed program. Include overview of any curriculum additions or modifications; program costs; faculty resources, library resources, facilities and equipment; purpose of the program; and any information that will serve as introduction to the program.

The retail major requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses. The major in retail is designed to prepare students for careers in retailing or in companies that manufacture, sell, and distribute consumer goods to retailers. In addition to a broad view of the business and retail environments students can select to concentrate their retail studies in accounting, economics, finance, information systems, international retail, management, marketing, or supply chain management. A general retail concentration is also available.

The retail major does not require any new resources or courses. Existing courses were utilized in designing the major.

List existing degree programs that support the proposed program.

Bachelor of Science in Business Administration. The retail major is one alternative in the B.S.B.A. program in the Sam M. Walton College of Business.

## 6. NEED FOR THE PROGRAM

**Provide survey data (number not percentage) on student interest (number of students planning to enroll), job availability, corporate demands and employment/wage projections. Focus mostly on state needs and less on regional and national needs, unless applicable to the program.**

Survey data can be obtained by telephone, letters of interest, student inquiry, etc. Focus mostly on state needs for undergraduate programs; and state, regional and national needs for graduate programs.

Provide names/types of organizations/businesses surveyed.

Letters of support should address the following when relevant: the number of current/anticipated job vacancies, whether the degree is desired or required for advancement, the increase in wages projected based on additional education, etc.

Indicate if employer tuition assistance is provided or other enrollment incentives.

**Retail as a Strategic Initiative.** The Sam M. Walton College of Business at the University of Arkansas held strategic planning meetings with faculty, staff, students, and various external constituents (e.g., Deans Executive Advisory Board, Deans Alumni Council). From those meetings the college identified four strategic initiatives and three foundations upon which to build the college and support its mission. In order to be a leading business college, the foundations of success were developing and engaging people, acquiring and stewarding financial resources, and building a diverse and inclusive college. The strategic initiatives are research impact, global impact, student outcomes, and retail leadership.

The retail leadership initiative is supported by all the foundations and cuts across the other initiatives: students, research, and global. An undergraduate major in retail, as well as three retail minors, have been approved by the college's faculty.

**Retail Education.** Retail by its very nature is an interdisciplinary undertaking with business objectives and measures. Retailers need to understand merchandising, operations, and marketing. Retailers also need to understand human resources, finance, supply chain management, real estate, insurance, etc., as well as

knowledge of the products and/or services that they sell.

Higher education in retail had its early roots either in agriculture colleges or business colleges. Within agriculture colleges, retail education began in early home economics programs. These historical home economics programs were transformed into textile programs, apparel programs, and, more recently, into retail programs/majors within schools of family and/or consumer sciences.

Retail programs and/or majors are more common in non-business colleges (e.g., agriculture, human sciences, education) and have their origin in home economics programs and/or majors. In most cases these programs do not have the business foundations (e.g., accounting, finance, marketing, management) or, when they do, are sophomore courses taken from the business college. Some of the more noted non-business retail programs are at the University of Arizona, University of South Carolina, Texas Tech University, and University of Wisconsin.

Retailing courses and/or programs in business colleges are typically in the marketing department. The *Journal of Retailing*, often referred to as the first marketing journal, is issued by the Leonard N. Stern School of Business, New York University. There are relatively few retail majors or programs in business colleges and none at any of the major business colleges. Rather, two or three courses (e.g., introductory retail, retail merchandising, retail strategy) are typically offered as part of the marketing major. There are a few business colleges that have the reputation, albeit incorrect, of having retail majors. Often those reputations are based on retail centers. Those universities having such reputations include the University of Arkansas, University of Florida, Indiana University, University of Pennsylvania, Texas A&M University, Southern Methodist University, University of Washington, Northwestern University, and Babson College.

The Sam M. Walton College of Business at the University of Arkansas has the opportunity to create a renowned retail major anchored in business through the Bachelors of Science in Business Administration degree.

**Center for Retail Excellence.** The Center for Retailing Excellence in the Sam M. Walton College of Business at the University of Arkansas, through a strong partnership with retailer and supplier industries, is one of the foremost internationally acclaimed centers for retail studies focused on research and the development of students as future leaders in the retailing and related industries. The Center provides a bridge between academics and industry for developing future leaders.

Currently there are approximately fifty companies that support the center financially and with their expertise. Examples of the retailers that are members of the center include Bridgestone / Firestone, Lowes, Walgreens, Sam's Club and Wal-Mart. Examples of the consumer goods companies that are members are Bayer HealthCare, Coca-Cola, General Mills, Nestle, Pepsi, Proctor & Gamble and Kimberly-Clark. Examples of companies that support the retailers and/or the consumer goods manufacturers include Acxiom, IBM, Case Stack, MARS

Advertising, Nielsen, Saatchi & Saatchi X, and Symphony IRI Group. These companies have indicated that there is strong demand for students interested and educated in retail. They have also collectively and individually indicated strong support for the retail major.

**Retail in the U.S.** The U.S. Census Bureau Annual Retail Trade Survey reports the United States retail trade as \$4,130,678,000,000 (\$4.13 trillion) in 2009. These sales include food service (restaurants) and motor vehicles and parts (even though some are sold to businesses and not individuals or families). The Retail Trade Survey does not include retail services. Finance, insurance, real estate, education services, health care, arts, entertainment, and recreation, even when sold to individuals for personal, family or household use, are not considered by the U.S. Census Bureau to be retail trade. Rather, they are reported separately as services. The point here is that the true retail industry is probably much larger than \$4.13 trillion and that is only for the U.S. Modern day retail is global in scope from sourcing to actual retail sales.

**Retail in Arkansas.** The retail industry in Arkansas is vast. There are a number of well-known retailers (e.g., Wal-Mart, Dillard's, USA Drug) as well as firms involved in the manufacturing and distribution of consumer goods. There also exists many supply chain firms (e.g., JB Hunt, ABF) in the state that provide services to the consumer goods manufacturers and retailers. Many of the Fortune 500 firms have offices in Arkansas.

**Student Interest/Demand.** It is difficult to gauge student interest and demand for a business degree with a major in retail since very few programs exist, especially at research I institutions. Within the marketing major, however, there is a retailing concentration. Over the past 5 academic years, an average of 15 students per year have graduated with a B.S.B.A. with a major in marketing and the retailing concentration.

The B.S.B.A. with a major in retail should be more attractive than the current marketing major with a retail concentration. First, the new retail major is positioned for jobs in the retail industry; at retailers and consumer goods manufacturers and distributors. Second, the retail major is much broader than the current concentration that focuses primarily on merchandising. Third, the retail major allows students to concentrate in accounting, economics, finance, information systems, international business, management, marketing, supply chain management, or general retail. Hence, for example, students may want to work in information systems in a retailer or retail goods manufacturer. If each one of the concentrations had 15 graduates per year there would be 135 retail major graduates per year.

## 7. CURRICULUM OUTLINE

### Retail Major Requirements

Complete the requirements for a B.S.B.A. degree as listed on page 209.

### Hours

**Total General Education** 60

**Walton College Core Requirements** (See page 209) 33

**Course Requirements in All Concentrations** 24

MKTG 3433 Introduction to Marketing Strategy 3

MKTG 3553 Consumer Behavior 3

MKTG 4433 Retail Strategy 3

MKTG 4443 Retail Buying and Merchandise 3

Select twelve hours from a single concentration:

Accounting Concentration (12 hours)

ACCT 2013 Accounting Principles

ACCT 3613 Managerial Use of Accounting Info

ACCT 3723 Intermediate Accounting I

ACCT 4673 Product, Project and Service Costing

Economics Concentration (12 hours)

ECON 3033 Microeconomic Theory

ECON 3133 Macroeconomic Theory

ECON 4333 Economics of Organizations

ECON 4633 International Trade

ECON 4643 International Macroeconomics and Finance

Finance Concentration (12 hours)

FINN 3013 Financial Analysis and Valuation

FINN 3053 Financial Markets and Institutions

FINN 3603 Corporate Finance

FINN Elective – select 3 hours from

FINN 3623 Risk Management

FINN 3703 International Finance

FINN 3933 Real Estate Principles

Information Systems Concentration (12 hours)

ISYS 2263 Introduction to Information Systems

WCOB 4213 ERP Fundamentals

ISYS 4243 Current Topics in Computer Information (RFID)

ISYS 4293 Business Intelligence

International Concentration (12 hours)

ECON 3853 Emerging Markets  
ECON 4633 International Trade  
ECON 4643 International Macroeconomics and Finance  
ECON 4653 Global Competition and Strategy  
FINN 3703 International Finance  
MGMT 4583 International Management  
MKTG 4633 Global Marketing  
TLOG 4643 International Transportation and Logistics

Management Concentration (12 hours)

MGMT 3933 Entrepreneurship and New Venture Development  
MGMT 4243 Ethics and Corporate Responsibility  
MGMT 4253 Leadership  
MGMT 4263 Organizational Change and Development  
MGMT 4433 Small Enterprise Management  
MGMT 4583 International Management  
MGMT 4943 Organizational Staffing  
MGMT 4953 Organizational Rewards and Compensation

Marketing Concentration (12 hours)

MKTG 3633 Marketing Research  
MKTG 4003H Marketing Honors Colloquium  
MKTG 4103 Marketing Topics  
MKTG 4233 Integrated Marketing Communications  
MKTG 4343 Selling and Sales Management  
MKTG 4633 Global Marketing  
MKTG 4853 Marketing Management

Supply Chain Management Concentration (12 hours)

TLOG 3443 Principles of Transportation  
TLOG 3613 Business Logistics  
TLOG 3623 Purchasing and Inventory Systems  
TLOG 4633 Transportation Carrier Management  
TLOG 4643 International Transportation and Logistics

General Retail Concentration (12 hours)

Select 1 course from each of 4 different areas

Accounting

ACCT 2013 Accounting Principles

Economics

ECON 3033 Microeconomic Theory

ECON 3133 Macroeconomic Theory  
ECON 4333 Economics of Organizations  
ECON 4633 International Trade  
ECON 4643 International Macroeconomics and Finance

Finance

FINN 3013 Financial Analysis and Valuation  
FINN 3053 Financial Markets and Institutions  
FINN 3603 Corporate Finance  
FINN 3623 Risk Management  
FINN 3703 International Finance  
FINN 3933 Real Estate Principles  
FINN 4833 Property/Casualty Ins. I

Information Systems

ISYS 2263 Introduction to Information Systems  
ISYS 4243 Current Topics in Computer Information  
WCOB 4213 ERP Fundamentals

Management -

MGMT 4243 Ethics and Corporate Responsibility  
MGMT 4253 Leadership  
MGMT 4263 Organizational Change and Development  
MGMT 4943 Organizational Staffing  
MGMT 4953 Organizational Rewards and Compensation  
MGMT 4433 Small Enterprise Management

Marketing

MKTG 3633 Marketing Research  
MKTG 4233 Integrated Marketing Communications  
MKTG 4343 Selling and Sales Management  
MKTG 4633 Global Marketing

Transportation and Logistics

TLOG 3613 Business Logistics  
TLOG 3443 Principles of Transportation

**Junior- senior-level electives within Walton College 15**

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

**Total Walton College Requirements 60**

**Total Degree Requirements 126**



**Retail Eight-Semester Degree Program:**

The eight-semester plan for the retail major is listed below.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

3 ENGL 1013 *Composition I* – University Core  
3 MATH 2053 *Finite Math* – University Core  
3 COMM 1313 **Fundamentals of Communication**  
1 WCOB 1111 **Freshman Business Connections**  
2 WCOB 1012 *Legal Environment of Business* \*  
0 WCOB 1120 **Computer Competency Requirement**  
3 U.S. History or Political Science – University Core  
**15 Semester Hours**

3 ENGL 1023 *Composition II* - University Core  
3 WCOB 1023 **Business Foundations**  
3 WCOB 1033 **Data Analysis and Interpretation**  
3 ECON 2023 *Microeconomics* – University Core  
4 Natural Science – University Core  
**16 Semester Hours**

3 MATH 2043 *Survey of Calculus* \*\*  
3 ECON 2013 *Macroeconomics* \*\* - University Core  
6 Select TWO of the following:  
WCOB 2013 **Markets and Consumers**  
WCOB 2023 **Production and Delivery of Goods and Services**  
WCOB 2033 **Acquiring and Managing Human Capital**  
WCOB 2043 **Acquiring and Managing Financial Resources**  
3 Social Science – University Core  
3 Fine Art/Humanities – University Core  
**18 Semester Hours**

3 Fine Art/Humanities – University Core  
4 Natural Science – University Core  
3 Business Social Science  
6 Select TWO of the following not completed in previous semester:  
WCOB 2013 **Markets and Consumers**  
WCOB 2023 **Production and Delivery of Goods and Services**  
WCOB 2033 **Acquiring and Managing Human Capital**  
WCOB 2043 **Acquiring and Managing Financial Resources**

16 Semester Hours  
ALL pre-business requirements should be met by end of term

**3 MKTG 3433 Introduction to Marketing Strategy**  
6 WCOB 3016 Business Strategy and Planning  
3 Retail Concentration  
3 Junior Senior Business Electives  
**15 Semester hours**

**3 MKTG 3553 Consumer Behavior**  
**3 MKTG 4433 Retail Strategy**  
6 Retail Concentration  
3 General Education Elective  
**15 Semester hours**

**3 MKTG 4443 Retail Buying and Merchandise**  
6 Junior Senior Business Elective  
7 General Education Electives  
**16 Semester hours**

3 Retail Concentration  
6 Junior Senior Business Elective  
6 General Education Electives  
**15 Semester hours**

**126 Total hours**

No new courses and faculty resources are needed for this major. The major utilizes existing courses in the B.S.B.A. curriculum.

All students admitted to the University of Arkansas, Fayetteville, are eligible for admission to the Sam M. Walton College of Business and, hence, to the retail major.

Give total number of semester credit hours required for the program: 126

Identify new courses (provide course descriptions): requires no new courses

Identify required general education courses, core courses and major courses:  
See above.

Identify courses currently offered via distance technology

State program admission requirements

Describe specified learning outcomes and course examination procedures.

Include a copy of the course evaluation to be completed by the student.

## 8. **FACULTY**

List the names and credentials of all faculty teaching courses in the proposed program. **(For associate and above: A minimum of one full-time faculty member with appropriate credentials is required.)**

Most faculty in the Sam M. Walton College of Business could teach in the proposed major due to the B.S.B.A. core courses and the nine concentrations in the retail major. For the core retail classes, the faculty would include Dub Ashton (Ph.D.), Nicole Cox (M.B.A.), Bob Stassen (Ph.D.), Molly Jensen (Ph.D.), Tom Jensen (Ph.D.), and Jeff Murray (Ph.D.).

Total number of faculty required (number of existing faculty, number of new faculty). For new faculty provide the expected credentials/experience and expected hire date.

For proposed graduate programs provide the curriculum vita for faculty teaching in the program, and the expected credentials for new faculty and expected hire date.

## 9. **DESCRIPTION OF RESOURCES**

Current library resources in the field

The University of Arkansas Libraries and, specifically, Mullins Library has all the necessary journals, books, periodicals, and online databases to support the retail major.

Current instructional facilities including classrooms, instructional equipment and technology, laboratories (if applicable)

New resources required, including costs and acquisition plan

## 10. **NEW PROGRAM COSTS – Expenditures for the first 3 years of program operation**

New administrative costs

Number of new faculty (full-time and part-time) and costs

New library resources and costs

New/renovated facilities and costs

New instructional equipment and costs

Distance delivery costs (if applicable)

Other new costs (graduate assistants, secretarial support, supplies, faculty

development, faculty/students research, etc.)

No new costs (Explain): The major requires no new courses or faculty and facilities. The new major simply puts together existing courses to form the major and its various concentrations.

**11. SOURCES OF FUNDING – Income for the first 3 years of program operation**

Reallocation from which department, program, etc.

Tuition and fees (projected number of students multiplied by tuition/fees)

State revenues (projected number of students multiplied by state general revenues)

Other (grants, employers, special tuition rates, mandatory technology fees, program specific fees, etc.)

**12. ORGANIZATIONAL CHART REFLECTING NEW PROGRAM**

Proposed program will be housed in (department/college): Department of Marketing and Logistics, Sam M. Walton College of Business, University of Arkansas

**13. SPECIALIZED REQUIREMENTS**

Specialized accreditation requirements for program (name of accrediting agency)  
Licensure/certification requirements for student entry into the field

**Provide documentation of Agency/Board approvals (education, nursing--initial approval required, health-professions, counseling, etc.)**

**14. BOARD OF TRUSTEES APPROVAL**

Provide the date that the Board approved the proposed program

**15. SIMILAR PROGRAMS**

List institutions offering program

Proposed undergraduate program – list institutions in Arkansas NONE

Proposed master's program – list institutions in Arkansas and region

Proposed doctoral program – list institutions in Arkansas, region, and nation

Why is proposed program needed if offered at other institutions in Arkansas or region?

**Provide a copy of the written notification to other institutions in the area of the proposed program and their responses.**

**16. DESEGREGATION**

State the total number of students, number of black students, and number of other minority students enrolled in related degree programs (if applicable)

**17. INSTITUTIONAL AGREEMENTS/MEMORANDUM OF UNDERSTANDING (MOU)**

If the courses or academic support services will be provided by other institutions or organizations, include a copy of the signed MOU that outlines the responsibilities of each party and the effective dates of the agreement.

**18. ADDITIONAL INFORMATION REQUESTED BY ADHE STAFF**

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 3F

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
Core Curriculum Committee Date Board of Trustees Approval/Notification Date
University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [ ] Major/Field of Study [X] Minor [ ] Other Unit [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name

College, School, Division WCOB

Department Code MKTL

Current Code (6 digit Alpha) ????

Proposed Code (6 digit Alpha)

Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program

CIP Code

Prior assignment from Office of Institutional Research is required.

Proposed Name Retail Minor for Business Students

When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[X] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE

http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name Effective Catalog Year

No new students admitted to program after Term: Year:

Allow students in program to complete under this program until Term: Year:

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Adds a retail minor for business students.



Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**Retail is an important industry in Arkansas whether via retailers (e.g., Wal-Mart, Dillards, USA Drug) or those organizations that sell consumer goods through retailers (e.g., Tyson Foods, Yarnells, Whirpool, Hanna's Candle Company). The retail minor for business students would allow students to understand the retail industry and to place their major within the retail context.**

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

#### **Retail Minors for Business Students:**

The Department of Marketing and Logistics offers three retail minors for Walton College students desiring more knowledge of retail, retail technology, or retail analytics to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The three retail minors are listed below.

#### **Retail Minor (15) hours**

MKTG 3433 Introduction to Marketing Strategy  
MKTG 3553 Consumer Behavior

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

Plus 3 hours from the following courses

ACCT 2013 Accounting Principles

ECON – any ECON at the 3000 or 4000 level

FINN 3013 Financial Analysis and Valuation

MGMT - any MGMT at the 3000 or 4000 level

MKTG 4233 Integrated Marketing Communications

TLOG 3613 Business Logistics

WCOB 4213 ERP Fundamentals

Students who desire to earn retail, retail technology, or retail analytics minors must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

Catalog copy to be inserted in the Marketing and Logistics section of the Sam M. Walton College of Business at the end of the description of the Retail Major Requirements.

### SECTION VIII: Action Recorded by Registrar's Office

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_

### Distribution

Notification to:

(1) College  
(7) Treasurer

(2) Department  
(8) Undergraduate Program Committee

(3) Admissions

(4) Institutional Research

(5) Continuing Education

(6) Graduate School

5/12/08

# ATTACHMENT 3G

## LETTER OF NOTIFICATION – 3

### NEW OPTION, CONCENTRATION, EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: Department of Marketing and Logistics, University of Arkansas
2. Contact person/title: Sharon Gaber / Provost
3. Phone number/e-mail address: 479.575.5459 / sgaber@uark.edu
4. Proposed effective date: July 1, 2011
5. Title of degree program: Retail Minor for Business Students
6. CIP Code:
7. Degree Code:
8. Proposed option/concentration/emphasis name: Retail Minor for Business Students
9. Reason for proposed action: The Department of Marketing and Logistics offers retail minor for Sam M. Walton College of Business students desiring more knowledge of retail to assist them in their business careers.
10. New option/concentration/emphasis objective: The 15-credit hour retail minor for business students provide students with basic retail foundations that should complement and enhance their coursework in their majors.
11. Provide the following:
  - a. List of required courses

**Retail Minor (15) hours**

MKTG 3433 Introduction to Marketing Strategy

MKTG 3553 Consumer Behavior

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

Plus 3 hours from the following courses

ACCT 2013 Accounting Principles

ECON – any ECON at the 3000 or 4000 level

FINN 3013 Financial Analysis and Valuation

MGMT - any MGMT at the 3000 or 4000 level

MKTG 4233 Integrated Marketing Communications

TLOG 3613 Business Logistics

WCOB 4213 ERP Fundamentals

- b. New course descriptions – no new courses required.
- c. Program goals and objectives –

Upon completion of the minor students will have the necessary knowledge of retail in order to understand their major in a retail context, understand the fundamental retail processes and functions, and the retail foundations necessary to work in retailing or for companies that manufacture and distribute consumer goods and services.

- d. Expected student learning outcomes – Students will have a broad understanding of the different retail channels, merchandising, marketing, operations, and the various components of retail with a focus on understanding consumer behavior.

12. Will the new option be offered via distance delivery? No

13. Mode of delivery to be used: NA

14. Explain in detail the distance delivery procedures to be used: NA

15. Is the degree approved for distance delivery?

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

See #11a above.

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

Existing faculty and other resources will be utilized. The minor does not require any changes in curriculum, faculty, facilities, or library resources.

Board of Trustees Approval Date:

Chief Academic Officer

Date:

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

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CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 3H

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
Core Curriculum Committee Date Board of Trustees Approval/Notification Date
University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [ ] Major/Field of Study [X] Minor [ ] Other Unit [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name

College, School, Division WCOB

Department Code MKTL

Current Code (6 digit Alpha) ????

Proposed Code (6 digit Alpha)

Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program

CIP Code

Prior assignment from Office of Institutional Research is required.

Proposed Name Retail Minor for Non-Business Students

When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[X] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE

http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name Effective Catalog Year

No new students admitted to program after Term: Year:

Allow students in program to complete under this program until Term: Year:

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Adds a retail minor for non-business students.

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
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- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**Retail is an important industry in Arkansas whether via retailers (e.g., Wal-Mart, Dillards, USA Drug) or those organizations that sell consumer goods through retailers (e.g., Tyson Foods, Yarnells, Whirpool, Hanna's Candle Company). The retail minor for non-business students would allow students to understand the retail industry and to place their major within the retail context.**

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

#### **Business Administration Minors for Non-Business Students**

To facilitate students outside Walton College in obtaining knowledge that will assist them in making sustained contributions to organizations and society in a global, diverse, and dynamic environment, the Walton College offers a business minor. The minor requires completion of 20 to 21 required hours of study (including equivalencies) with at least 50 percent of the courses applied toward the minor taken in residence. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor.

All students seeking a business minor are required to complete the Walton College computer competency requirement (WCOB 1120) and the following courses:

ECON 2143 Basic Economics Theory and Practice

WCOB 1023 Business Foundations



WCOB 1033 Data Analysis and Interpretation or equivalent

In addition, students must select and complete one of the following concentrations:

**Concentration 1 – General Business**

Select 12 hours from the following courses

(at least 6 hours must be at the 3000 or 4000 level).

WCOB 1012 Legal Environment of Business

WCOB 2013 Markets and Consumers

WCOB 2023 Production and Delivery of Goods and Services

WCOB 2033 Acquiring and Managing Human Capital

WCOB 2043 Acquiring and Managing Financial Resources

Plus any other 3000- or 4000-level Walton College course

**Concentration 2 – Accounting**

ACCT 3013 Accounting View of Economic Events

ACCT 3613 Managerial Uses of Accounting Info

Plus an additional six hours selected from the following:

ACCT 3533 Accounting Technology

ACCT 3723 Intermediate Accounting I

ACCT 3843 Fundamentals of Taxation

**Concentration 3 – Business Economics**

ECON 4333 Economics of Organizations

Plus an additional nine hours of 3000- or 4000-level business economics courses.

**Concentration 4 – Enterprise Resource Planning**

WCOB 2013 Markets and Consumers

WCOB 2043 Acquiring and Managing Financial Resources

WCOB 4213 ERP Fundamentals

Plus an additional six hours from the following:

ISYS 4233 Seminar in ERP Development

ISYS 4293 Business Intelligence

WCOB 4223 Configuration and Implementation

**Concentration 5 – Enterprise Systems**

ISYS 4453 Introduction for Enterprise Servers

ISYS 4463 Enterprise Transaction Systems

Plus an additional three hours from the following:

ISYS 4233 Seminar in ERP Development

ISYS 4293 Business Intelligence

ISYS 4133 Business Development

WCOB 4213 ERP Fundamentals

WCOB 4223 Configuration and Implementation

Concentration 6 – Finance

WCOB 2043 Acquiring and Managing Financial Resources

Plus an additional nine hours of 3000-4000 level finance courses

**Concentration 7 – Information Systems**

ISYS 3293 System Analysis and Design

ISYS 3393 Business Applications and Visual Basic

Plus an additional three hours from the following:

WCOB 4213 ERP Fundamentals

WCOB 4223 Configuration and Implementation

One 3 hour 4000 level ISYS course

**Concentration 8 – International Business**

Select 12 hours from the following:

ECON 3843 Economic Development, World Bank, and Multilateral Finance

ECON 3853 Emerging Markets

ECON 3933 The Japanese Economic System

ECON 4633 International Trade

ECON 4643 International Macroeconomics and Finance

ECON 4653 Global Competition and Strategy

ECON 468V International Economics and Business Seminar

FINN 3703 International Finance

MGMT 4583 International Management

MKTG 4633 Global Marketing

TLOG 4643 International Transportation and Logistics

**Concentration 9 – Management**

MGMT 4243, Ethics and Corporate Responsibility

Plus an additional nine hours of 3000/4000 level management courses (may include WCOB 2033, Acquiring and Managing Human Capital OR MGMT 3563, Organizational Behavior)

**Concentration 10 – Marketing**

MKTG 3433 Introduction to Marketing Strategy

Plus an additional nine hours selected from the following:

MKTG 3533 Promotional Strategy

MKTG 4343 Selling and Sales Mgmt.

MKTG 3633 Marketing Research

MKTG 3553 Consumer Behavior

MKTG 4633 Global Marketing

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandise

TLOG 3613 Business Logistics

**Concentration 11 – Retail**

MKTG 3433 Introduction to Marketing Strategy

MKTG 3553 Consumer Behavior

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandise

**Concentration 12 – Transportation and Logistics**

TLOG 3443 Principles of Transportation

TLOG 3613 Business Logistics

Plus an additional six hours selected from the following:

TLOG 3623 Purchasing and Inventory Systems

TLOG 4633 Transportation Carrier Management

TLOG 4643 International Transportation and Logistics

TLOG 4653 Transportation and Logistics Strategy

In addition to the above course requirements, non-business, degree-seeking students working toward a minor should note the following:

1. Students who elect to obtain a business minor must provide written notice of their intent to the dean's office of the college in which they are receiving a degree. This notice and all requirements for the business minor must be completed prior to the awarding of the student's undergraduate degree.
2. Business minor students must complete all 1000- and 2000-level courses required for the business minor and be a junior- or senior-level student to enroll in 3000- or 4000-level business courses.
3. All specific course prerequisites must be met. Although business minor students are not required to satisfy the entire pre-business core, they must complete the required courses and any other prerequisite course specified prior to enrolling in a 3000/4000-level course.
4. ECON 2143 will substitute for ECON 2013/2023 for prerequisite purposes. In addition, students who take both ECON 2013 (Macroeconomics) and ECON 2023 (Microeconomics) will satisfy the economics requirements of the minor.
5. Business minor students are ineligible to take WCOB 3016 Business Strategy and Planning.
6. All equivalencies must be approved by the senior associate dean for academic programs and research or his designee.

**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_

**Distribution**

Notification to:

- (1) College (2) Department (3) Admissions (4) Institutional Research (5) Continuing Education (6) Graduate School  
(7) Treasurer (8) Undergraduate Program Committee

5/12/08

# ATTACHMENT 3I

## LETTER OF NOTIFICATION – 3

### NEW OPTION, CONCENTRATION, EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: Department of Marketing and Logistics, University of Arkansas
2. Contact person/title: Sharon Gaber / Provost
3. Phone number/e-mail address: 479.575.5459 / sgaber@uark.edu
4. Proposed effective date: July 1, 2011
5. Title of degree program: Retail Minor for Non-Business Students
6. CIP Code: Pending
7. Degree Code:
8. Proposed option/concentration/emphasis name: Retail Minor for Non-Business Students
9. Reason for proposed action: The Department of Marketing and Logistics offers retail minor for non-business students desiring more knowledge of retail to assist them in their careers.
10. New option/concentration/emphasis objective: The 20-21 credit hour retail minor for non-business students provides basic business retail foundations that should complement and enhance their coursework in their majors.
11. Provide the following:
  - a. List of required courses

All students seeking a business minor are required to complete the Walton College computer competency requirement (WCOB 1120) and the following courses:

ECON 2143 Basic Economics Theory and Practice  
WCOB 1023 Business Foundations  
WCOB 1033 Data Analysis and Interpretation or equivalent

In addition, students must complete the following courses for the retail concentration for non-business students:

MKTG 3433 Introduction to Marketing Strategy  
MKTG 3553 Consumer Behavior  
MKTG 4433 Retail Strategy  
MKTG 4443 Retail Buying and Merchandising

- b. New course descriptions – no new courses required.
- c. Program goals and objectives –

Upon completion of the minor students will have the necessary knowledge of business and retail in order to understand their major in a retail context, understand the

fundamental retail processes and functions, and the retail foundations necessary to work in retailing or for companies that manufacture and distribute consumer goods and services.

- d. Expected student learning outcomes – Students will have a broad understanding of the different retail channels, merchandising, marketing, operations, and the various components of retail with a focus on understanding consumer behavior.

12. Will the new option be offered via distance delivery? No

13. Mode of delivery to be used: NA

14. Explain in detail the distance delivery procedures to be used: NA

15. Is the degree approved for distance delivery?

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

See #11a above.

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

Existing faculty and other resources will be utilized. The minor does not require any changes in curriculum, faculty, facilities, or library resources.

Board of Trustees Approval Date:

Chief Academic Officer

Date:

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 3J

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
Core Curriculum Committee Date Board of Trustees Approval/Notification Date
University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [ ] Major/Field of Study [X] Minor [ ] Other Unit [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name

College, School, Division WCOB

Department Code MKTL

Current Code (6 digit Alpha) ????

Proposed Code (6 digit Alpha)

Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program

CIP Code

Prior assignment from Office of Institutional Research is required.

Proposed Name Retail Analytics Minor for Business Students

When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[X] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE

http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name Effective Catalog Year

No new students admitted to program after Term: Year:

Allow students in program to complete under this program until Term: Year:

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Adds a retail analytics minor for business students.



Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**Retail is an important industry in Arkansas whether via retailers (e.g., Wal-Mart, Dillards, USA Drug) or those organizations that sell consumer goods through retailers (e.g., Tyson Foods, Yarnells, Whirpool, Hanna's Candle Company). Retailers and retail consumer goods/service manufacturers and distributors need employees with strong research and analytical skills who understand the retail sector.**

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

#### **Retail Minors for Business Students:**

The Department of Marketing and Logistics offers three retail minors for Walton College students desiring more knowledge of retail, retail technology, or retail analytics to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The three retail minors are listed below.

#### **Retail Analytics Minor (15 hours)**

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

Plus 9 hours from the following courses

ECON 4743 Introduction to Econometrics

ECON 4753 Forecasting

ISYS 4293 Business Intelligence

MKTG 3633 Marketing Research

Students who desire to earn retail, retail technology, or retail analytics minors must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

Catalog copy to be inserted in the Marketing and Logistics section of the Sam M. Walton College of Business at the end of the description of the Retail Major Requirements.

### SECTION VIII: Action Recorded by Registrar's Office

#### PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

#### REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_

#### Distribution

Notification to:

(1) College  
(7) Treasurer

(2) Department  
(8) Undergraduate Program Committee

(3) Admissions

(4) Institutional Research

(5) Continuing Education

(6) Graduate School

5/12/08

# ATTACHMENT 3K

## LETTER OF NOTIFICATION – 3

### NEW OPTION, CONCENTRATION, EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: Department of Marketing and Logistics, University of Arkansas
2. Contact person/title: Sharon Gaber / Provost
3. Phone number/e-mail address: 479.575.5449 / sgaber@uark.edu
4. Proposed effective date: July 1, 2011
5. Title of degree program: Minor - Retail Analytics for Business Students
6. CIP Code: Pending
7. Degree Code:
8. Proposed option/concentration/emphasis name: Retail Analytics Minor for Business Students
9. Reason for proposed action: The Department of Marketing and Logistics offers retail analytics minor for Sam M. Walton College of Business students desiring more knowledge of retail and the various research processes and analytics to assist them in their business careers.
10. New option/concentration/emphasis objective: The 15-credit hour retail analytics minor for business students provide students with basic retail foundations as well as the research processes and analytics that should complement and enhance their coursework in their majors.
11. Provide the following:
  - a. List of required courses

**Retail Analytics Minor (15 hours)**

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

Plus 9 hours from the following courses

ECON 4743 Introduction to Econometrics

ECON 4753 Forecasting

ISYS 4293 Business Intelligence

MKTG 3633 Marketing Research

- b. New course descriptions – no new courses required.
- c. Program goals and objectives –

Upon completion of the minor students will have the necessary knowledge of retail in order to understand their major in a retail context, understand the fundamental retail processes and functions, and the research processes and analytics necessary to work in retailing or for companies that manufacture and distribute consumer goods and services.

- d. Expected student learning outcomes – Students will have a broad understanding of the different retail channels, merchandising, marketing, operations, and the various research processes and analytics to understand and forecast retail consumer behavior.

12. Will the new option be offered via distance delivery? No

13. Mode of delivery to be used: NA

14. Explain in detail the distance delivery procedures to be used: NA

15. Is the degree approved for distance delivery?

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

See #11a above.

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

Existing faculty and other resources will be utilized. The minor does not require any changes in curriculum, faculty, facilities, or library resources.

Board of Trustees Approval Date:

Chief Academic Officer

Date:

**University Course and Programs Committee**  
**1-Oct-10**

**UNDERGRADUATE PROGRAM CHANGES**

**TABLE ONE**

**Fulbright College of Arts and Sciences**

Fulbright College of Arts and Sciences Dean

IRELBA - BA, International Relations - Attachment 1A **(For Information Only)**

Proposal requests to change the alpha subject code from FIIR to IREL for all International Relations courses as specified in Section V of Attachment 1A.

**TABLE TWO**

**College of Education and Health Professions**

Department of Rehabilitation, Human Resources and Communication Disorders

CDISBS - BSE, Communication Disorders - Attachment 2A

Proposal requests to remove ANTH 1023 as a prerequisite to CDIS 2253 and add ANTH 1023 as a pre/co-requisite to CDIS 4273 for majors only as specified in Section V of Attachment 2A.

CDIS-M - Minor in Communication Disorders - Attachments 2B and 2C

Proposal requests to add new minor in Communication Disorders as specified in Section VI of Attachment 2B.

Department of Curriculum and Instruction

CATEBS - BSE, Career and Technical Education ( Technology Education Conc.) Attachments 2D and 2E.

Proposal requests to change six requirements for the Technology Education concentration as described in Section V of Attachment 2D.

**PAGE TWO**  
**TABLE THREE**  
**Walton College of Business**

Department of Marketing and Logistics

MKTGBS - BSBA, Marketing (Retail Marketing Conc.) - Attachments 3A and 3B

Proposal requests to delete the Retail Marketing concentration as specified in Section VI of Attachment 3A.

RETLBA - BSBA, Retail - Attachments 3C through 3E

Proposal requests to add a major in Retail as specified in Sections VI and VII of Attachment 3C.

WRTL-M - Minor in Retail for Business Students - Attachments 3F and 3G

Proposal requests to add a minor in Retail for Business Students as specified in Sections VI and VII of Attachment 3F.

RETL-M - Minor in Retail for Non-Business Students - Attachments 3H and 3I

Proposal requests to add a minor in Retail for Non-Business Students as specified in Sections VI and VII of Attachment 3H.

Minor in Retail Analytics for Business Students - Attachments 3J and 3K

Proposal requests to add a minor in Retail Analytics for Business Students as specified in Sections VI and VII of Attachment 3J.

Minor in Retail Technologies for Business Students - Attachments 3L and 3M

Proposal requests to add a minor in Retail Technologies for Business Students as specified in Sections VI and VII of Attachment 3L.

ATTACHMENT 3L

Academic Policy Series

1622.20A

ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

SECTION I: Approvals

Department / Program Chair Date Submitted Graduate Council Chair Date
College Dean Date Faculty Senate Chair Date
Honors College Dean Date Provost Date
Core Curriculum Committee Date Board of Trustees Approval/Notification Date
University Course and Programs Committee Date Arkansas Higher Education Coordinating Board Approval/Notification Date

SECTION II: Profile Data - Required Information and Name Change Information

Academic Unit: [ ] Major/Field of Study [X] Minor [ ] Other Unit [ ] Policy
Level: [X] Undergraduate [ ] Graduate [ ] Law Effective Catalog Year 2011

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name

College, School, Division WCOB

Department Code MKTL

Current Code (6 digit Alpha) ????

Proposed Code (6 digit Alpha)

Prior approval from the Office of the Registrar is required.

[ ] Interdisciplinary Program

CIP Code

Prior assignment from Office of Institutional Research is required.

Proposed Name Retail Technologies Minor for Business Students

When a program name is changed, enrollment of current students reflects the new name.

SECTION III: Add a New Program/Unit

[X] For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE

http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf.

[ ] Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:

SECTION IV: Eliminate an Existing Program/Unit

Code/Name Effective Catalog Year

No new students admitted to program after Term: Year:

Allow students in program to complete under this program until Term: Year:

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Adds a retail technologies minor for business students.

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

### **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**Retail is an important industry in Arkansas whether via retailers (e.g., Wal-Mart, Dillards, USA Drug) or those organizations that sell consumer goods through retailers (e.g., Tyson Foods, Yarnells, Whirpool, Hanna's Candle Company). The various technologies that are used by retailers and retail goods/services manufacturers and distributors is constantly changing. The retail technologies minor will provide students with fundamental knowledge of retail and the technologies utilized.**

### **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

#### **Retail Minors for Business Students:**

The Department of Marketing and Logistics offers three retail minors for Walton College students desiring more knowledge of retail, retail technology, or retail analytics to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The three retail minors are listed below.

#### **Retail Technologies Minor (15 hours)**

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising



WCOB 4213 ERP Fundamentals

ISYS 4243 Current Topics in Computer Information (RFID)

ISYS 4293 Business Intelligence

Students who desire to earn retail, retail technology, or retail analytics minors must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

Catalog copy to be inserted in the Marketing and Logistics section of the Sam M. Walton College of Business at the end of the description of the Retail Major Requirements.

## SECTION VIII: Action Recorded by Registrar's Office

### PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_

DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

### REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_

### Distribution

Notification to:

(1) College (2) Department (3) Admissions (4) Institutional Research (5) Continuing Education (6) Graduate School  
(7) Treasurer (8) Undergraduate Program Committee

5/12/08

# ATTACHMENT 3M

## LETTER OF NOTIFICATION – 3

### NEW OPTION, CONCENTRATION, EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: Department of Marketing and Logistics, University of Arkansas
2. Contact person/title: Sharon Gaber / Provost
3. Phone number/e-mail address: 479.575.5459 / sgaber@uark.edu
4. Proposed effective date: July 1, 2011
5. Title of degree program: Minor - Retail Technologies for Business Students
6. CIP Code:
7. Degree Code:
8. Proposed option/concentration/emphasis name: Retail Technologies Minor for Business Students
9. Reason for proposed action: The Department of Marketing and Logistics offers retail technologies minor for Sam M. Walton College of Business students desiring more knowledge of retail technologies to assist them in their business careers.
10. New option/concentration/emphasis objective: The 15-credit hour retail technologies minor for business students provide students with basic retail technologies foundations that should complement and enhance their coursework in their majors.
11. Provide the following:
  - a. List of required courses

**Retail Technologies Minor (15 hours)**

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandising

WCOB 4213 ERP Fundamentals

ISYS 4243 Current Topics in Computer Information (RFID)

ISYS 4293 Business Intelligence

- b. New course descriptions – no new courses required.
- c. Program goals and objectives –

Upon completion of the minor students will have the necessary knowledge of retail and the technologies used in retail in order to understand the their major in a retail technologies context, understand the fundamental retail technologies processes and functions, and the foundations necessary to work in retailing or for companies that manufacture and distribute consumer goods and services.

d. Expected student learning outcomes – Students will have a broad understanding of the different retail channels, merchandising, marketing, operations, and the various technological components involved in modern retail.

12. Will the new option be offered via distance delivery? No

13. Mode of delivery to be used: NA

14. Explain in detail the distance delivery procedures to be used: NA

15. Is the degree approved for distance delivery?

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

See #11a above.

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

Existing faculty and other resources will be utilized. The minor does not require any changes in curriculum, faculty, facilities, or library resources.

Board of Trustees Approval Date:

Chief Academic Officer

Date: