

APPROVAL FORM

- 1) An approval form must accompany each proposal.
- 2) A proposed catalogue description of the course must accompany the proposal as a separate page.
- 3) Results of all consultations must be attached to the proposal.

Proposal Title Specialization in Retailing

Sponsor(s) Bruce Bradway Dept. Administrative Studies

Check One { Course _____ Credit/Level/Title Change or deletion _____ Other _____

Concentration _____ Specialization _____ X Major Program _____ Certification _____

Graduate _____ Undergraduate X No. of Credits _____

REVIEWS

Department Curr. Comm.
Reviewed 10/29/79
Date

Approved
~~Not Approved~~ 10/29/79
Date

[Signature]
Chairperson Dept. Curr. Comm.
Department Chairperson

Division Curr. Comm
Reviewed 10/29/79
Date

Approved
~~Not Approved~~ 10/29/79
Date

[Signature]
Chairperson Div. Curr Comm.

Dean of Division
Reviewed 10/30/79
Date

[Signature]
Signature

SENATE CURRICULUM COMMITTEE

SCC # _____ Proposal Received 11/1/79 Open Hearing Held _____

Returned to the department for the following reason(s):

Approved by the Curriculum Committee: Date 11/1/79

Presented to Executive Committee of the Faculty Senate as information: Date 1/25/80

Copies forwarded: Vice President for Academic Affairs: Date _____

Signature: _____ Chairperson, Senate Curriculum Committee

VICE PRESIDENT FOR ACADEMIC AFFAIRS

Official copy and approval sheet filled 3

Date

Signature

Specialization
Course approved Yes No

If no, reasons are as follows:

- 1.
- 2.
- 3.

*Approved by the
Board of Trustees
3-12-80
JTB*

Student credit hours assigned _____

Faculty load hours _____

Equalized credit hours _____

REGISTRAR

Approved course description received and Hegis Taxonomy Number assigned
by Registrar Yes _____ No _____

Hegis Taxonomy Number _____

Signature: Registrar _____

Date _____

ACADEMIC DEAN

Yes Budget, faculty library allocations and Academic Support Services
are adequate for immediate implementation.

No Constraints do not permit implementation. The earliest the proposal
might be implemented would be _____

Signature: Academic Dean _____

Date _____

Copies forwarded: Senate Curriculum Committee Chairperson, Department Chairperson,
Registrar

Proposed Specialization in Retailing

I. Specialization in Retailing

- A. The proposed specialization is sponsored by Bruce Bradway, Marketing Co-Chairperson, Administrative Studies Department.
- B. Mr. Bradway would have administrative responsibilities for the program, since it would be part of the Marketing area.

II. Essence

- A. Scope of program. We estimate approximately 50 students will select the program initially, growing to approximately 100 within a year.
- B. It would be located in the Marketing area of Administrative Studies and would have the same General Education requirements as other Administrative Studies Specializations and the same semester hour requirements as our currently required courses and in-depth courses (30 and 36 respectively). See the attached pages for (1) General Education Course Requirements, (2) Administrative Studies Course Requirements, (3) In-Depth Specialization courses, and (4) proposed sequence of study.
- C. The prerequisites for all courses in the Retailing Specialization would be the same as for all existing Administrative Studies courses. The single new course proposed (Retail Sales Promotion) carries one prerequisite--Principles of Marketing.
- D. Implementation: Spring, 1980
- E. Major goals: Departmental
 1. To satisfy persistent and continuing student demand for a Retailing Specialization.
 2. To give Administrative Studies students the basic knowledge that will permit them to pursue a career path in retailing.
 3. To recognize that a major unfilled need in South Jersey is a source of college graduates for the management training programs of major retail stores in the area.
 4. To become the first college in our area to offer such a program. We have been encouraged by our Retailer Council to believe we may be able to adopt a leadership posture in retailing education in the Northeast.
- F. Major goals--Student Outcomes
 1. Students who complete the Retailing Specialization will be equipped to take their place in a field which is forecasted to offer 50% of all employment by 2000 A.D.
 2. Students who complete the Specialization will have credentials that should earn them immediate consideration for retail management training programs/in area retail chains.
 3. Students who complete the Specialization will be able to understand and deal with retail pricing, markup, mark-downs and promotion.
 4. Students who complete the specialization will be equipped to undertake retail buying and merchandising and will understand the retail world of fashion, both theory and practice.

III. Details

- A. All courses included in the proposed new specialization currently are being taught at Glassboro, with one exception. The exception, Retail Sales Promotion, is described in a separate course proposal.
- B. The four pages attached show the courses included and the suggested sequence in which they should be taken. No existing prerequisites are changed. The proposed new course carried no prerequisites.
- C. Administration of the proposed specialization will be located in the Marketing area of the Administrative Studies Department.
- D. Resources. Glassboro State College Faculty are available to teach the course. Material resources will be supplied to students from currently available sources. Present classroom space is adequate to offer the specialization. Students will be evaluated on the normal A-F, P/NC scale.

IV. Rationale

- A. The rationale of the Specialization is the same as the rationale for the proposed new course in Retail Sales Promotion. See Number VI, below.

V. Results of Consultation.

Dean Leo C. Beebe and Marketing Co-Chairperson Bruce Bradway have consulted with Mr. Richard Ambacher to determine if his resources could support a projected fifty new retailing students in the Communications' Introduction to Advertising course.

Dean Leo C. Beebe and Marketing Co-Chairperson Bruce Bradway found Communications Chairperson, Mr. Richard Ambacher, both cooperative and supportive, both of the proposed new course in Retail Sales Promotion and the Proposed Specialization in Retailing. Mr. Ambacher indicated he was prepared to add an additional section of Introduction to Advertising in the Spring term, 1980, if course enrollments warrant.

- VI. As indicated in the proposal, the attached proposal for a course in "Retail Sales Promotion" is here included in the proposed "Retailing Specialization" as an integral part of this document.

Retailing Specialization

A. Required Courses

24 S.H.

0509.376 Marketing and Consumer Behavior
0509.374 Research Methods in Marketing
0509.372 Retailing
0509.400 Retail Buying and Merchandising
0604.330 Introduction to Advertising
Proposed Retail Sales Promotion

and 6 S.H. in the following courses:

0506.461 Supervised Internship, Independent Study or Co-Op (up to 6 S.H.)
0502.310 Intermediate Accounting I (Recommended)
0502.311 Intermediate Accounting II (Recommended)
0509.377 Seminar in Marketing
0506.402 Business Management Simulation

B. Electives:

12 S.H.

Choose any three courses given by the Administrative Studies Division. In addition, Retailing/Business-related courses given in other departments may be taken as Administrative Studies electives with the approval of the advisor. Some examples are:

1302.300 Home Furnishings
1303.100 Introduction to Textiles
1303.205 Fundamentals of Fashion
1002.105 Color and Color Theory (This should be taken as part
of General Education courses).
0506.302 Management of Personnel

Total Credits, Retailing Specialization

36 S.H.

ADMINISTRATIVE STUDIES COURSE REQUIREMENTS

A. Required Courses (for all Administrative Studies majors) 30 S.H.

Freshman & Sophomore Years

0502.210	Accounting I
0502.211	Accounting II
0506.101	Intro to Management
1498.240	Law I
1498.241	Law II

Junior & Senior Years

0504.300	Principles of Finance
0506.300	Process of Management
0507.430	Principles of Management Science
0509.300	Principles of Marketing
0702.334	Management Information Systems

3. In-depth (Specialization) Courses 36 S.H.

Sub-total, Administrative Studies Credits	66
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Sub-total, General Education Credits	60
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TOTAL CREDITS	126
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* Suggested Electives
 2201.102 Psychology of Human Behavior
 2208.120 Introduction to Sociology

** Suggested Electives
 0601.304 Advanced Writing
 0601.400 Occupational Writing

*** Suggested Electives
 1509.110 Logic of Everyday Reasoning
 1509.322 Business Ethics

¹All courses listed below are 3 s.h. credits except
 0835.106 Health & Physical Education I
 0835.107 Health & Physical Education II
 which are 1½ s.h. credits

GENERAL EDUCATION COURSE REQUIREMENTS

	<u>S.H.</u>
BASIC COMPETENCIES - 6 semester hours	
0601.101 Fundamentals of Communication I (Required)	3
0835.106 Health & Physical Education I (Required)	1½
0835.107 Health & Physical Education II (Required)	1½
 FINE ARTS - 6 semester hours	
1506.102 Fundamentals of Speech Communications or) (Req.)	3
1506.320 Interpersonal Speech Communications) See page 4 for course selections	3
 BEHAVIORAL SCIENCES - 12 semester hours	
2204.101 Macroeconomics (Required)	3
2204.102 Microeconomics (Required)	3
See page 4 for course selections	6
 LANGUAGE & COMMUNICATIONS - 6 semester hours	
See pages 4 and 5 for course selections	6
 HUMANITIES - 6 semester hours	
See page 5 for course selections	6
 MATHEMATICS - 9 semester hours	
1701.102 Intro to Computer Science (Required)	3
1703.202 Mathematics for Management (Required)	3
1703.402 Statistics for Management I (Required)	3
 GENERAL EDUCATION ELECTIVES - 15 semester hours (Any course not given by the Administrative Studies Dep't.)	
	<u>15</u>
 TOTAL GENERAL EDUCATION CREDITS	 60

GLASSBORO STATE COLLEGE

ADMINISTRATIVE STUDIES DEPARTMENT
L. Ward Broomall, Chairman

COURSE PROPOSAL:

SALESMANSHIP
MARKETING LOGISTICS
CONSUMER BEHAVIOR AND COMMUNICATIONS ANALYSIS
RESEARCH METHODS IN MARKETING

- I. Department: Administrative Studies
Key Personnel: Mr. Leo C. Beebe
Mr. Archie Sprague

- II.
 - A. Position of the Course in Curriculum -- The Administrative Studies Curriculum provides for a junior year in-depth study to prepare students for career opportunities in a particular field of business or public administration. Normally, the in-depth study consists of twelve to eighteen credits of courses in the field selected by the student. One of the fields of concentration approved for the Administrative Studies Curriculum is Marketing. At the time the Administrative Studies Program was approved, only two 3-credit marketing courses had been prepared. Hence, in order to fill out the marketing in-depth study, the courses listed above are required. It was felt that it would be to the advantage of the program to wait until faculty in the field of marketing were appointed before preparing these courses. Hence, they were not included in the original approved curriculum.
 - B. Suggested Time and Scale of Implementation -- The four proposed marketing courses will be offered both day and evening commencing Fall semester, 1973. They will probably be offered on an alternating semester basis. Initially, two sections of Marketing Logistics and Salesmanship will be offered Fall, 1973, and two sections of Consumer Behavior and Communications Analysis and Research Methods in Marketing will be offered Spring Semester, 1974.
 - C. Adequacy of Present Staff and Resources -- Mr. Leo C. Beebe, having spent 27 years primarily involved in sales and marketing with Ford Motor Company, is highly qualified in the field of marketing. In addition, Mr. Archie Sprague holds the M.B.A. from Syracuse University where he specialized in marketing.
 - D. Specific Additional Needs of Staff and Resources -- Approximately one third of the two hundred Administrative Studies majors are specializing in the field of marketing. Due to the very high enrollment in the marketing courses, at least one full-time faculty member will be appointed in this area commencing Fall, 1973. Library facilities in the various fields of marketing are currently inadequate to support the additional four courses. However, the collection of books, periodicals, and reference materials will be expanded substantially during the 1972-73 academic year to meet the needs of the advanced marketing courses.

III.

A. Essence of Proposal

1. Course Titles

- a. Salesmanship
- b. Marketing Logistics
- c. Consumer Behavior and Communications Analysis
- d. Research Methods in Marketing

2. Semester Hour Credits -- 3 credits for each course.

3. Course Level -- Junior year in-depth study. Prerequisite: An introductory marketing course is the required prerequisite for all four courses. In addition, Research Methods in Marketing requires a course in college algebra, preferably Quantitative Analysis II.

4. Current Curricular Pattern -- Specialized in-depth study for students planning to specialize in marketing.

B. Details of the Proposal

1. Statement as to Uniqueness of the Courses -- These courses complete the general undergraduate study in the theory and practice of marketing. They build upon the existing course, Introduction to Marketing, which is required in the basic component of the Administrative Studies curriculum design.

2. Specific Objectives -- These courses are designed to prepare students to assume a variety of marketing positions. Such positions include sales, sales management, marketing management, and marketing research.

3. Scope of the Courses

- a. Salesmanship -- Designed to prepare students for future careers in selling. The knowledge and skill requirements needed for success selling and the sales process will be investigated. Personal, customer and social responsibilities of the salesman will be topics for discussion.
- b. Marketing Logistics -- Study of the interrelationship of marketing production and transportation. Physical distribution networks and the sorting operations of agents and merchant wholesale and retail firms will be investigated.
- c. Consumer Behavior and Communications Analysis -- Involves an analysis of the concepts necessary in the selection, construction, and evaluation of marketing communication programs. Emphasis is put on the application of behavioral science models in planning and communication strategy assessment.
- d. Research Methods in Marketing -- Emphasis on the collection and analysis of information from internal and external sources and their influences on managerial decisions: design on

intelligence networks. Topics include evaluating quantitative and quantitative research design and their applications to marketing, advertising and operations.

4. General Statement of Teaching Methods

Marketing classes will be conducted in a variety of methods. The exact method used will depend upon the course instructor. In some limited instances, the lecture method may have to be used. The case method will be encouraged. The case method stimulates the students into thinking and to actively participate in class discussions. In order to get the students to relate to the course material, examples and problems will be used. The problem method tends to increase the amount of interest in the classroom. Problems should be realistic and practical.

5. Methods of Evaluation

Evaluation can take many forms. Quizzes and tests can be used in order to test a student's approach to a given marketing problem. Class participation can serve as an input into the final grade. Class participation can be of help to the instructor. It can serve as feedback between the students and between the student/instructor relationship. Individual case presentations can serve as indicators. The depth in which a student organizes and presents a case presentation serves as a useful tool for evaluating a student's progress. Independent research projects can be used to evaluate a student's perception of a problem. It can teach him how to organize and present the subject material. Finally, it can help the student to study and learn on his own.

C. Rationale

These courses are required to complete the marketing in-depth specialization as approved in the original Administrative Studies curriculum. The very high number of Administrative Studies majors who are specializing in marketing attests to the need for these courses.

IV. Additional Information

Any additional information required by the Curriculum Committee concerning this request for approval of Salesmanship, Marketing Logistics, Consumer Behavior and Communications Analysis, and Research Methods in Marketing will be furnished by the Administrative Studies Department Chairman.

Statement from the Department Chairman

The courses proposed are part of the Administrative Studies in-depth study component of our curriculum. These courses are necessary for the student majoring in our program.

The Administrative Studies Department has been given extra funds to expand our library holdings to meet the needs of a new and expanding curriculum.

Curriculum Committee - Reading



OFFICE OF THE VICE PRESIDENT
FOR ACADEMIC AFFAIRS

FEB 13 1974

GLASSBORO STATE COLLEGE

State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

February 13, 1974

Dr. Lawson J. Brown, Dean
Professional Studies Division
Glassboro State College
Glassboro, New Jersey 08028

Dear Dr. Brown:

Enclosed please find a revised copy of the proposal for a concentration in School Business Management. I will await your reaction before continuing to process this proposal.

Sincerely,

Dick

Richard L. Wendler
Associate Professor
Educational Administration Department

RLW:mrc
Enclosure

cc: Dr. Verbeke
Dr. Broomall

*Completed with
Dr. Wendler*

Proposed Specialization in Retailing

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Retailing Specialization

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0506.302 Management of Personnel

Total Credits, Retailing Specialization

36 S.H.



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

COMMUNICATIONS DEPARTMENT
609-445-7187

TO: Bruce Bradway
FROM: Richard Ambacher
RE: Specialization in Retailing, including new course
in Sales Promotion
DATE: October 30, 1979

Thank you for informing me of your proposed specialization and the potential impact it will have on our Introduction to Advertising course. I feel we can handle the additional students this requirement will generate.

Asking me to comment about the proposed Sales Promotion course is inappropriate except for the absurd concept of consulting propagated by the Senate Curriculum Committee. Clearly this course falls within your department's province. Just as clearly my comments about it beyond saying, "it looks reasonable," would be inappropriate. I do not presume to have expertise in your field, nor will I pretend I do.

W. P. Ralston appeared to support report