



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM TITLE:	Human Sciences (M.S.) – Merchandising Specialization
CIP CODE:	19.0101 – Human Sciences Major 52.1899 – Merchandising Specialization
UNIVERSITY DEPARTMENT:	Grad Study – Counseling & Human Development
BANNER DEPARTMENT CODE:	SGHD
UNIVERSITY DIVISION:	Graduate School
BANNER DIVISION CODE:	3G

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Dennis D. Hedge

12/1/2020

Vice President of Academic Affairs or
President of the University

Date

1. This modification addresses a change in:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input type="checkbox"/> Total credits required for program |
| <input type="checkbox"/> Program name | <input checked="" type="checkbox"/> Existing specialization |
| <input type="checkbox"/> CIP Code | <input type="checkbox"/> Other (explain below) |

2. Effective date of change: 2021-2022 Academic Year

3. Program Degree Level: Associate Bachelor's Master's Doctoral

4. Category: Certificate Specialization Minor Major

5. If a name change is proposed, the change will occur:

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)
- Proposed new name:

6. Primary Aspects of the Modification:

Existing Curriculum

Proposed Curriculum (Highlight Changes)

Pref	Num	Title	Cr Hrs	Pref	Num	Title	Cr Hrs
MRCH	510	Consumer Behavior in Merchandising	3	MRCH	510	Consumer Behavior in Merchandising	3
MRCH	520	Professional Advancement in Merchandising	3	MRCH	520	Professional Advancement in Merchandising	3
MRCH	530	Product Design, Development, and Evaluation	3	MRCH	530	Product Design, Development, and Evaluation	3

Existing Curriculum

Proposed Curriculum (Highlight Changes)

Pref	Num	Title	Cr Hrs	Pref	Num	Title	Cr Hrs
MRCH	540	Promotional Strategies in Merchandising	3	MRCH	540	Promotional Strategies in Merchandising	3
MRCH	550	Retail Theory and Current Practice	3	MRCH	550	Retail Theory and Current Practice	3
MRCH	560	Retail Analytics	3	MRCH	560	Retail Analytics	3
MRCH	620	International Merchandise Management	3	MRCH	620	International Merchandise Management	3
MRCH	630	Research Methods in Merchandising	3	MRCH	630	Research Methods in Merchandising	3
MRCH	640	Financial Merchandising Implications	3	MRCH	640	Financial Merchandising Implications	3
MRCH	650	Strategic Planning in Merchandising	3	MRCH	650	Strategic Planning in Merchandising	3
				MRCH	700	Foundations in Sustainability of Merchandising	3
<i>Select one of the following:</i>				<i>Select one of the following:</i>			
<i>Option A: Thesis</i>				<i>Option A: Thesis</i>			
MRCH	798	Thesis	6	MRCH	798	Thesis	6
		Electives	0			Electives	0
<i>Option B: Research/Design Paper</i>				<i>Option B: Research/Design Paper</i>			
MRCH	788	Master's Research Problems/Projects	1-3	MRCH	788	Master's Research Problems/Projects	2-3
		Electives	3-5			Electives	3-4
<i>Option C: Coursework Only</i>				<i>Option C: Coursework Only</i>			
MRCH	695	Practicum	1-6	MRCH	695	Practicum	1-6
		Electives	0-5			Electives	6
Total number of hours required for degree				Total number of hours required for degree			
		Option A	36			Option A	36
		Option B	36			Option B	36
		Option C	36			Option C	36

7. Explanation of the Change:

Based on industry needs, the GPIDEA consortium faculty have chosen to require a course in sustainability. We have been discussing this for a few years and now feel that the appropriate course is ready to offer. MRCH 520 Professional Advancement in Merchandising (3 cr.) will become an elective in the program. We wanted more elective courses for students to reduce their need to find non-Alliance courses to take when they wish to take the coursework only option.