



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

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM DEGREE:	B.S.
CURRENT PROGRAM MAJOR/MINOR:	Consumer Affairs
CURRENT SPECIALIZATION:	- Consumer Services Management Specialization - Family Financial Management Specialization
CIP CODE:	19.0402
UNIVERSITY DEPARTMENT:	Ness School of Management and Economics
BANNER DEPARTMENT CODE:	SSME
UNIVERSITY COLLEGE:	Arts, Humanities & Social Sciences
BANNER COLLEGE CODE:	3S

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.

Vice President of Academic Affairs or
President of the University

3-28-25

Date

1. This modification addresses a change in:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input checked="" 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 checked="" type="checkbox"/> Program name | <input type="checkbox"/> Existing specialization |
| <input checked="" type="checkbox"/> CIP Code | <input checked="" type="checkbox"/> Other: Academic requirements; Allow graduates from the major and remove specializations |
| <input checked="" type="checkbox"/> Modification requiring Board of Regents approval
<i>Must have prior approval from Executive Director or designee</i> | |

2. Effective date of change: 2025-2026 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: **Consumer Behavior (B.S.)**

6. Is the program being modified associated with a current articulation agreement?

Yes No

a. If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain: N/A

7. Primary Aspects of the Modification:

Existing Curriculum

Proposed Curriculum (highlight changes)

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
System General Education Requirements			30	System General Education Requirements			27
System General Education Requirements – Electives			24	System General Education Requirements – Electives			27
		SGR 1 - Written Communication	3			SGR 1 - Written Communication	3
		SGR 1 – Written Communication	3			SGR 1 – Written Communication	3
		SGR 2 – Oral Communication	3			SGR 2 – Oral Communication	3
						SGR 3 – Social Sciences	3
		SGR 4 – Arts and Humanities	3			SGR 4 – Arts and Humanities	3
		SGR 4 – Arts and Humanities	3			SGR 4 – Arts and Humanities	3
		SGR 5 – Mathematics	3			SGR 5 – Mathematics	3
		SGR 6 – Natural Sciences	3			SGR 6 – Natural Sciences	3
		SGR 6 – Natural Sciences	3			SGR 6 – Natural Sciences	3
System General Education Requirements – Required			6	System General Education Requirements – Required			0
ECON	202	Principles of Macroeconomics (SGR 3)	3	ECON	202	Principles of Macroeconomics (SGR 3) (Major Requirement)	--
PSYC OR SOC	101	General Psychology (SGR 3)	3	PSYC OR SOC	101	General Psychology (SGR 3) (Major Requirement)	--
	100	Introduction to Sociology (SGR 3)		SOC	100	Introduction to Sociology (SGR 3)	
College of Education and Human Sciences Requirements			4	College of Arts, Humanities and Social Sciences Requirements			4
EHS	119	EHS Seminar	2	EHS	119	EHS Seminar	2
EHS	319	Life, Love, and Money	2	EHS	319	Life, Love, and Money	2
						One declared minor outside of the major discipline OR a second major OR a teaching specialization. The minor may be a traditional minor within one department or school or it may be interdisciplinary involving more than one department or school. The minor can be in a different college. The minor must be declared no later than the student's third semester of enrollment.	--
						Capstone course within major BADM 485 Strategic Management	--
						33 Upper Division Credits (300-400 level coursework inside and outside of the major)	--
						Bachelor of Science	4
						Natural Sciences (10+) Satisfying coursework must include - at least two classes with laboratory components - at least two different prefixes (MATH and STATS courses do not count toward the Science requirement.) (6 credits of SGR #6 are counted toward this goal)	4
Major Requirements			60	Major Requirements			65
				ACCT	211	Principles of Accounting II	3
				BADM	101	Survey of Business	3

Existing Curriculum

Proposed Curriculum (highlight changes)

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
				BADM	485	Strategic Management (Capstone)	3
BLAW	350	Legal Environment of Business	3	BLAW	350	Legal Environment of Business	3
CA	150	Introduction to Consumer Affairs	1	CA	150	Introduction to Consumer Affairs	1
CA	230	Consumer Behavior	3	CA	230	Consumer Engagement	3
CA	289	Consumers in the Market	3	CA	289	Consumers in the Market	3
CA	345	Foundations in Financial Management	3	CA	345	Foundations in Financial Management	3
CA	360	Quantitative Research Methods in Consumer Affairs	4	CA	360	Quantitative Research Methods in Consumer Affairs	4
CA	412	Consumer Policy Analysis	2	CA	412	Consumer Policy Analysis	3
CA	430	Consumer Decision Making	3	CA	430	Consumer Decision Making	3
CA	442	Family Resource Management Lab	4	CA	442	Family Resource Management Lab	4
CA	487	Transition to the Professional World	2	CA	487	Transition to the Professional World	2
CA	494	Internship	3	CA	494	Internship	3
CS	282	Customer Service	3	CS	282	Customer Service	4
CS	377	Professional Documents	1	CS	377	Professional Documents	1
CS	381	Professional Behavior at Work	3	CS	381	Professional Behavior at Work	3
				ECON	119	First Year Seminar	1
ECON	202	Principles of Macroeconomics (SGR 3)	--	ECON	202	Principles of Macroeconomics (SGR 3)	3
				ECON	319	Seminar with Industry Leaders	1
				FIN	310	Business Finance	3
HDFS	241	Family Relations	3	HDFS	241	Family Relations	3
LDR	210	Foundations of Leadership	3	LDR	210	Foundations of Leadership	3
LDR	435	Organizational Leadership and Team Development	3	LDR	435	Organizational Leadership and Team Development	3
				MKTG	370	Marketing	3
				MKTG	475	Consumer Behavior	3
				MKTG	476	Marketing Research	3
				OM	363	Intro to Supply Chain Management	3
PSYC	101	General Psychology (SGR 3)	--	PSYC	101	General Psychology (SGR 3)	3
				STAT	281	Introduction to Statistics	3
		Consumer Services Management Specialization Requirements				Consumer Services Management Specialization Requirements	
CA	321	Consumer Needs and Program Funding	3	CA	321	Consumer Needs and Program Funding	3
HGMT	355	Events and Facilities Administration	3	HGMT	355	Events and Facilities Administration	3
HRM	460	Human Resource Management	3	HRM	460	Human Resource Management	3
MGMT	360	Organization and Management	3	MGMT	360	Organization and Management	3
		Family Financial Management Specialization Requirements				Family Financial Management Specialization Requirements	
ACCT	210	Principles of Accounting I	3	ACCT	210	Principles of Accounting I	3
CA	350	Family Financial Management I	3	CA	350	Family Financial Management I	3
CA	375	Financial Counseling and Debt Management	3	CA	375	Financial Counseling and Debt Management	3
CA	450	Family Financial Management II	3	CA	450	Family Financial Management II	3
CA	460	Financial Counseling Lab	3	CA	460	Financial Counseling Lab	3
ECON	201	Principles of Microeconomics	3	ECON	201	Principles of Microeconomics	3
Electives			20-26	Electives			24
Summary of Credits for Consumer Behavior (B.S.)							
System General Education Requirements			30	System General Education Requirements			27
EHS College Requirements			4	AHSS College Requirements			4
Major Requirements			60	Major Requirements			65
Electives			20-26	Electives			18
Total number of hours required for specialization			70-76	Total number of hours required specialization			78
Total number of hours required for degree			120	Total number of hours required for degree			120

Academic Requirements

Current:

A grade of “C” or better is required for all courses with a CA prefix. An 8-week full time internship is a requirement that is usually completed during the summer between the Junior and Senior year.

Proposed:

Students must earn a grade of “C” or better in BADM 485 - Strategic Management, FIN 310 - Business Finance, HRM 460 - Human Resource Management (COM), and MGMT 360 - Organization and Management (COM).

If a student chooses to double major in two or more majors offered through the Ness School of Management and Economics, each major needs to have at least 15 credits that are distinct from the other major(s).

CIP Code

Current CIP Code: 19.0402; Title: Consumer Economics.

Definition: A program that focuses on the application of micro- and macro-economic theory to consumer behavior and individual and family consumption of goods and services. Includes instruction in modeling, economic forecasting, indexing, price theory, and analysis of individual commodities and services and/or groups of related commodities and services

Proposed CIP Code: 52.1401; Title: Marketing/Marketing Management, General.

Definition: A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

8. Explanation of the Change:

SDSU currently offers the Consumer Affairs program, and students in this program are required to graduate with a specialization in Consumer Services Management or Family Financial Management. This modification will discontinue the two existing specializations and instead offer the standalone major titled “Consumer Behavior.”

The curriculum has been revised to align the program with the mission and strategic goals of the Ness School, eliminate redundancies, and improve efficiency while still maintaining the focus on consumers. The faculty identified the following changes:

- EHS 119 EHS Seminar and EHS 319 Life, Love, and Money were replaced with ECON 119 First Year Seminar and ECON 319 Seminar with Industry Leaders.
- CS 282 Customer Service, CS 377 Professional Documents, CS 381 Professional Behavior at Work, HDFS 241 Family Relations, HGMT 355 Events and Facilities Administration, and LDR 210 Foundations of Leadership, were replaced by Ness School of Management and Economics core requirements: ACCT 211 Principles of Accounting II, FIN 310 Business Finance, MKTG 370 Marketing, and BADM 485 Strategic Management.
- To reduce redundancy, CA 150 Introduction to Consumer Affairs, CA 321 Consumer Needs and Program Funding, and CA 360 Quantitative Research Methods in Consumer Affairs were replaced with BADM 101 Survey of Business, MKTG 476 Marketing Research, and OM 363 Introduction to Supply Chain Management.
- The program retains a CA (Consumer Affairs) core and adds a 400-level course, MKTG 475 Consumer Behavior, to strengthen the major requirements. This course explores the factors influencing consumer decisions and the application of behavioral science concepts in marketing strategies. Additionally, CA 230 will be renamed Consumer Engagement, shifting

its focus from an introduction to consumer behavior to understanding how communication impacts consumer behavior, while MKTG 475 offers a deeper analysis.

- The required CA 494 Internship and related coursework, CA 487 Transition to the Professional World, along with other specialization-specific courses, have been removed.
- STAT 281 Introduction to Statistics has been added as a major requirement.
- The program's academic requirements were aligned with other programs in the Ness School.

In addition, a CIP code change is requested to accurately reflect the nature of the program.

For substantial modifications requiring Board approval, complete the items below.

References to external sources should be documented with a footnote (including web addresses where applicable).

9. Date of approval from the Executive Director or designee.

January 3, 2025

10. Identify the program modification requested.

The Ness School of Management and Economics has requested to update the existing Consumer Affairs (B.S.) – Consumer Services Management Specialization and Family Financial Planning Specialization. The changes requested include:

- 1) Discontinue the two specializations and require students to graduate from the standalone major titled “Consumer Behavior.”
- 2) Revise the program requirements to include coursework to align with the mission and strategic goals of the Ness School, eliminate redundancies, and improve efficiency while still maintaining the focus on consumers.
- 3) Update the major CIP code to accurately reflect the nature of the program.

11. Provide justification for the desired modification.

SDSU currently offers the Consumer Affairs major with two specializations - Consumer Services Management and Family Financial Planning - and students are required to graduate with one of these specializations. A review of the program led to the decision to discontinue the two existing specializations and to only offer the standalone major called "Consumer Behavior." The revised curriculum aligns with the mission and strategic goals of the Ness School while maintaining a focus on consumer studies. Consumer behavior programs specifically explore the psychological, social, and economic factors that influence consumer decision-making. Key changes include:

- EHS 119 EHS Seminar and EHS 319 Life, Love, and Money, were replaced with ECON 119 First Year Seminar and ECON 319 Seminar with Industry Leaders.
- CS 282 Customer Service, CS 377 Professional Documents, CS 381 Professional Behavior at Work, HDFS 241 Family Relations, HGMT 355 Events and Facilities Administration, and LDR 210 Foundations of Leadership, were replaced by Ness School of Management and Economics core requirements: ACCT 211 Principles of Accounting II, FIN 310 Business Finance, MKTG 370 Marketing, and BADM 485 Strategic Management.
- To reduce redundancy, CA 150 Introduction to Consumer Affairs, CA 321 Consumer Needs and Program Funding, and CA 360 Quantitative Research Methods in Consumer Affairs were replaced with BADM 101 Survey of Business, MKTG 476 Marketing Research, and OM 363 Introduction to Supply Chain Management.
- The program retains a CA (Consumer Affairs) core and adds a 400-level course, MKTG 475

Consumer Behavior, to strengthen the major requirements. This course explores the factors influencing consumer decisions and the application of behavioral science concepts in marketing strategies. Additionally, CA 230 will be renamed Consumer Engagement, shifting its focus from an introduction to consumer behavior to understanding how communication impacts consumer behavior, while MKTG 475 offers a deeper analysis.

- The required CA 494 Internship and related coursework, CA 487 Transition to the Professional World, along with other specialization-specific courses, have been removed.
- STAT 281 Introduction to Statistics has been added as a major requirement.
- The program's academic requirements were aligned with existing programs in the Ness School.

In addition, a CIP code change is requested to accurately reflect the nature of the program.

12. Would the requested modification require a change to the catalog description and/or the program learning outcomes? If so, describe.

Yes, the catalog description would need to reflect the change in program name. The learning outcomes would also be updated to align with the other programs in the Ness School of Management and Economics.

Program Information

Students who major in Consumer Behavior will be well positioned to play a critical role in today's business environment. Through a comprehensive curriculum of courses in business, economics, and decision science, students will study how consumers make decisions about their wants of, needs for, and purchases of goods and services.

Student Learning Outcomes

Upon completion of the Consumer Behavior major, graduates will:

- Be able to use analytical methods to make effective decisions.
- Be able to communicate effectively.
- Be able to evaluate matters of ethics in the profession and the culture more broadly.
- Have the requisite body of knowledge in management and economics.

13. Indicate the number of students currently enrolled in the program.

65 students

14. Describe the real impact to students.

Changing the program name and removing the two specializations will make the program clearer and more appealing to prospective students. The current name, "Consumer Affairs," lacks visibility and doesn't clearly reflect potential career opportunities, making it less attractive to students. The term "affairs" in the name is vague and doesn't convey a specific career path.

15. Describe the real impact to the university.

By changing from two specializations to a standalone major, the program will be easier to market and recruit students. The name change also better reflects the program's true focus, offering greater transparency to both graduates and potential employers. Additionally, this change will help ensure that graduates are better prepared for the workforce.

16. Describe any cost associated with the program modification.

Beyond the initial updates to marketing materials, the school does not anticipate any additional costs from this program modification. The curriculum changes will enhance efficiency by eliminating duplicate, similar, or related coursework.

17. Describe any risks and unintended consequences associated with the program modification.

There are no known risks or unintended consequences associated with the program modification.

18. Would this modification be effective for current and future students, or only students who enroll following the change?

This modification will be effective for new students in the 2025-2026 academic catalog. Following SDBOR Policy 2.6.2 existing students may elect a catalog of graduation that is later than their initial catalog.