

FORM TO REQUEST SUBSTANTIAL CHANGES TO AN EXISTING UNDERGRADUATE MAJOR

A request for substantial changes to an existing program requires approval from the school director/department head (managing administrator), college academic dean, Curricular Affairs, Undergraduate Council (UGC), and College Academic Administrators Council (CAAC). Additional approvals may be required, depending on the requested changes.

- **Requested by (College & School/Department):** CALS/NORTON SCHOOL/RETAILING AND CONSUMER SCIENCE
- **Proposer's name, title, email and phone number:**
Laura Scaramella, Ph.D., Director, John and Doris Norton School of Family and Consumer Sciences, Professor and Fitch Nesbitt Endowed Chair, Family Studies and Human Development, Family and Consumer Sciences, scaramella@email.arizona.edu, (520) 621-1666
- **Degree, major and number of students enrolled in the major. If you have emphases (sub-plans), list the number of students enrolled by emphasis:**
B.S. Retailing and Consumer Science (RCSC) – 256 Students as of 7/28/21
 - a. Pre-major 151 students
 - b. Full major 105 students
- **Describe proposed changes to the major. Provide a rationale and explanation for making changes to the major and include any relevant supporting data. Are the changes proposed a result of Annual Program Review (APR) and/or a result from the assessment of programmatic outcomes? If you are requesting a name change, please indicate if the subject code (course prefix) will also change. Include requested new prefix code and description.**

Following a three-year faculty-led review of the BS RCSC degree program, changes to this degree program are proposed. The degree program has been redesigned to maximize student achievement of program learning outcomes and provide a stronger foundation for professional success in retailing, consumer sciences, and related areas. The updated program reflects five interrelated changes:

1. Eliminates unneeded prerequisites, requirements, and complexity, including the RCSC Pre-Major, to enable students to successfully complete the BS RCSC degree in a total of four years at UA.
2. Sequences courses in a logical, intuitive manner to move students progressively toward stronger understanding and greater independence in the learning process.
3. Builds a consumer science foundation earlier in the program.
 - RCSC 240 Consumer Behavior added as new, lower division course requirement to establish a foundation for upper division course work.
 - RCSC 250 Consumers and Globalization added to program to explore influences of individual and household consumer decisions on local and global sustainability and environmental quality, culture, social welfare and economic performance, and individual rights and public policy. This course may be used as either a General Education course (current tier two, future Building Connections) or BS RCSC elective.
4. Provides quantitative reasoning and business analysis coursework throughout the program.
 - Addition of hands-on, applied learning quantitative labs creating a sequence of progressively challenging skills development courses: RCSC 205A Merchandise Planning Lab, RCSC 316A Retail Business Analysis Lab, RCSC 471 Advanced Analytics Lab, RCSC 472 Market Analysis Lab, and RCSC 473 Data Visualization Lab.
 - Creation of two new courses to provide a business information and analysis foundation within a retailing context: RCSC 220 Markets, Financial and Retailing and RCSC 260 Shopper Data and Business Research. These courses will be an alternative to fulfill the accounting and research methods degree requirements. Current options for accounting include ACCT 250 or ACCT 200 and ACCT 210. Current options for research methods include FCSC 202, PSY 290A, or SOC 374.
 - Replaces a lower-division business analysis course with RCSC 316 Retail Business Analysis so that students will have a stronger foundation in retailing management and practices before engaging in complex business

analysis.

5. Update elective offering to reflect changes in retailing sector and interest in emerging careers (e.g., digital retailing, product development, social media).
 - RCSC 324 Customer Experience Management
 - RCSC 326 Product Development
 - RCSC 350 Supply Chain Management (moved from required course to elective)
 - RCSC 361 Social Media, Influencers and Consumers
 - RCSC 380: Sustainable Consumption
 - RCSC 405 Merchandising Systems
 - RCSC 451 Marketing Strategy (reactivate old course)

	Existing Major Requirements	Requirements For Modified Major
Major, emphasis (if applicable) and degree *	BS	BS
CIP Code –lookup here or contact the Office of Curricular Affairs for assistance, if needed	52.0212	52.0212
Total units required to complete the degree*	120	120
Upper -division units required to complete the degree	42	42
Total CC transfer units that may apply to this degree*	64	64
Foundation courses		
Math	Moderate Strand	Moderate Strand
Second Language	8 or second semester level proficiency in a foreign language	8 or second semester level proficiency in a foreign language
General Education		
Tier I GE Requirements (150, 160, 170)	2- Tier 1 150 (INDV) 2- Tier 1 160 (TRAD) 2- Tier 1 170 (NATS)	2- Tier 1 150 (INDV) 2- Tier 1 160 (TRAD) 2- Tier 1 170 (NATS)
Tier II GE Requirements (Arts, HUMS, INDV, NATS)	3 units -Tier II Arts 1-Tier II Humanities 0- Tier II Individuals and Societies 1-Tier II Natural Sciences	3 units-Tier II Arts 1-Tier II Humanities 0- Tier II Individuals and Societies 1-Tier II Natural Sciences
Pre-major? (Yes/No)	Yes	No

List any special requirements to declare or gain admission to this major (completion of specific coursework, minimum GPA, interview, application, etc.)	<p>To progress into the RCSC Major you must meet the following requirements:</p> <p>1. Minimum cumulative GPA of 2.0 Complete all RCSC Pre-requisite courses: RCSC205, RCSC 214, RCSC 216, RCSC 216A, Accounting(1 option), Computing Applications (1 course), Statistics (1 course),</p> <p>2. Research Methods (1 course), ECON 200, and MATH 112.</p>	Minimum cumulative GPA of 2.0.
Minimum # of units required in the major (units counting towards major units and major GPA)	47	48
Minimum # of upper-division units required in the major (upper division units counting towards major GPA)	36	34
Minimum # of residency units to be completed in the major	18	18

<p>Required supporting coursework (courses that do not count towards major units and major GPA, but are required for the major). Courses listed must include prefix, number, units, and title. Include any limits/restrictions in place/needed (house number limit, etc.). Provide email(s)/letter(s) of support from home department head(s) for courses not owned by your department.</p>	<p>Pre-Major Supporting Coursework (current catalog)</p> <p>Computing Applications (complete 1 course):</p> <p>MIS 111 Computers and Internetworked Society (3)</p> <p>BE 120 Microcomputing Applications (3)</p> <p>FCSC 120 Basic Computer Skills for Office Applications (3)</p> <p>Accounting (complete 1 of the options):</p> <p>Option 1:</p> <p>ACCT 200 Introduction to Financial Accounting (3) AND ACCT 210 Introduction to Managerial Accounting (3)</p> <p>Option 2:</p> <p>ACCT 250 Survey of Accounting (3)</p> <p>Mathematics (complete 1 course):</p> <p>Math 112 or higher (3)</p> <p>Retail Math (complete 1 course): RCSC 205 Retail Math (3) OR RCSC 304 Retail Math (3)</p> <p>Economics (complete 1 course):</p> <p>ECON 200 Basic Economic Issues (3)</p>	<p>RCSC Major Supporting Coursework</p> <p>Computing Applications (complete 1 course):</p> <p>MIS 111 Computers and Internetworked Society (3)</p> <p>BE 120 Microcomputing Applications (3)</p> <p>FCSC 120 Basic Computer Skills for Office Applications (3)</p> <p>Accounting (complete 1 of the options):</p> <p>Option 1:</p> <p>(New) RCSC 220 Markets, Finance and Retailing (3)</p> <p>Option 2:</p> <p>ACCT 250 Survey of Accounting (3)</p> <p>Option 3:</p> <p>ACCT 200 Introduction to Financial Accounting (3) AND ACCT 210 Introduction to Managerial Accounting (3)</p> <p>Mathematics (complete 1 course):</p> <p>Math 112 or higher (3)</p> <p>Economics (complete 1 course):</p> <p>ECON 200 Basic Economic Issues (3)</p>
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	<p>Statistics (complete 1 course):</p> <p>FCSC 201 Introduction to Statistics (3)</p> <p>PSY 230 Psychological Measurement and Statistics (3)</p> <p>SOC 375 Quantitative Reasoning in Sociology (3)</p> <p>BNAD 276 Statistical Inference in Management (3)</p> <p>Research Methods (complete 1 course):</p> <p>FCSC 202 Introduction to Research Methods (3)</p> <p>PSY 290A Research Methods (3)</p> <p>SOC 374 Social Research Methods (3)</p>	<p>Statistics (complete 1 course):</p> <p>FCSC 201 Introduction to Statistics (3)</p> <p>PSY 230 Psychological Measurement and Statistics (3)</p> <p>SOC 375 Quantitative Reasoning in Sociology (3)</p> <p>BNAD 276 Statistical Inference in Management (3)</p> <p>Research Methods (complete 1 course):</p> <p>(New) RCSC 260 ShopperData and Business Research (3)</p> <p>FCSC 202 Introduction to Research Methods (3)</p> <p>PSY 290A Research Methods (3)</p> <p>SOC 374 Social Research Methods (3)</p> <p>Communication (complete 1 course):</p> <p>FCSC 301 Applying Critical Thinking (3)</p> <p>ENGL 307 Business Writing (3)</p>
<p>Major requirements. List all major requirements including core and electives. If applicable, list the emphasis^ requirements. Courses listed count towards major units and major GPA. Courses listed must include prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions in place/needed (house number limit, etc.). Provide email(s)/letter(s) of support from home department head(s) for courses being added and are not owned by your department.</p>	<p>RCSC Pre-Major Core Coursework (complete 8 units):</p> <p>RCSC 214 Introduction to Retailing (3)</p>	<p>RCSC Major Core (complete 24 units)</p> <p>(New) RCSC 114 Introduction to Retailing (3)</p> <p>RCSC 205 Merchandise Planning and Control (3)</p>

	<p>RCSC 216 Retail Business Analysis and Decision Making (3)</p> <p>RCSC 216A MS Excel and Retail Business Analysis (1)</p> <p>RCSC 295A Career Exploration (1)</p> <p>Additional Major Coursework:</p> <p>Communication (complete 1 course):</p> <p>FCSC 301 Applying Critical Thinking (3)</p> <p>ENGL 307 Business Writing (3)</p> <p>RCSC Major Core (complete all courses; 15 units)</p> <p>RCSC 340 Consumer Behavior in Retailing (3)</p> <p>RCSC 384 Leadership, Ethics, and Management Practices (3)</p> <p>RCSC 350 Supply Chain Management (3)</p> <p>RCSC 315 Retail Communications Strategy (3)</p> <p>RCSC 400 Retailing and Marketing Strategy (3)</p> <p>RCSC Major Electives: (must complete 21 units)</p> <p>RCSC 204 Consumers, Fashion and the Economy</p> <p>RCSC 305 Advanced Analytics for Retail Planning</p> <p>RCSC 320 Product Development and Brand Strategies</p>	<p>AND (New) RCSC 205A Merchandise Planning Lab (1)</p> <p>(New) RCSC 240 Consumer Behavior (3)</p> <p>RCSC 295A Career Exploration (1)</p> <p>(New) RCSC 316 Retail Business Analysis (3)</p> <p>(New) RCSC 316A Retail Business Analysis Lab (1)</p> <p>RCSC 384 Leadership, Ethics and Management (3)</p> <p>RCSC 315 Retail Communications Strategy (3)</p> <p>RCSC 498 Senior Capstone (3)</p> <p>RCSC Major Electives (must complete 24 units, 21 units upper division)</p> <p>(New) RCSC 250 Consumers and Globalization (3)</p> <p>RCSC 305 Retail Merchandising (3)</p> <p>RCSC 310 Retail Management and Operations (3 units)</p> <p>RCSC 320 Retail Brand Management (3)</p> <p>(New) RCSC 324 Customer Experience Management (3)</p> <p>RCSC 325 Retail Innovation and Entrepreneurship (3)</p> <p>(New) RCSC 326 Product Development (3)</p> <p>RCSC 330 Food Retailing (3)</p> <p>RCSC 340 Consumer Behavior in Retailing (3) (No longer required core)</p> <p>RCSC 346 Fundamentals of Marketing (3)</p>
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RCSC 325 Retail Innovation and Entrepreneurship	RCSC 350 Supply Chain Management (3) (No longer required core)
RCSC 330 Food Retailing Principles	RCSC 360 Digital Retailing(3)
RCSC 346 Fundamentals of Marketing	(New) RCSC 361 Social Media, Influencers and Consumers (3)
RCSC 360 Digital Retailing	(New) RCSC 380 SustainableConsumption (3)
RCSC 415 Retail Store Design, Planning and Display (3)	RCSC 400 Retailing and Marketing Strategy (3) (Nolonger required core)
RCSC 424 Services Retailing (3)	(New) RCSC 405 Merchandising Systems (3)
RCSC 434 Omnichannel Retailing (3)	RCSC 415 Retail Store Design, Planning and Display (3)
RCSC 440 Customer Research and Insights (3)	RCSC 424 Services Retailing (3)
RCSC 446 Global Retailing (3)	RCSC 434 Omnichannel and Multichannel Retailing (3)
RCSC 476 Retail Financial Services (3)	RCSC 440 Customer Research and Insights (3)
RCSC 480 Sustainable Consumption & Retailing (3)	RCSC 446 Global Retailing (3)
RCSC 492 Directed Research (1-6)	(New) RCSC 451 MarketingStrategy (3)
RCSC 496A Topics in Retailing and Consumer Sciences (3)	(New) RCSC 471 AdvancedAnalytics Lab (1)
RCSC 498H Honors Thesis (3)	(New) RCSC 472 MarketAnalysis Lab (1)
ABCS 446 Human Resource Management (3)	(New) RCSC 473 Data Visualization Lab (1)
ACBS 447 Legal Environment of Business (3)	RCSC 476 Retail Financial Services (3)
FCSC 331 Consumers, Food & the Future of Eating (3)	RCSC 480 Sustainable Consumption & Retailing (3)
FCSC 370 Legal and EthicalIssues in Retailing (3)	RCSC 492 Directed Research (1-6)
<i>Experiential coursework – up to 9 units may be used as RCSC Electives. Only 3 units of Preceptorship can apply</i>	RCSC 495A RCSC Career Success (1)

	<p><i>toward major electives.</i></p> <p>RCSC 293/393/493B Internship 3-9 units RCSC 493L Legislative Internship 1-12 units RCSC 394/494 Practicum 1-8 units RCSC 299/399/499 1-3 units RCSC Independent Study FCSC 491 Preceptorship (3)</p>	<p>RCSC 496A Topics in Retailing and Consumer Sciences (3) RCSC 498H Honors Thesis (3) ACBS 446 Human Resource Management (3) ACBS 447 Legal Environment of Business (3) FCSC 331 Consumers, Food & the Future of Eating (3) PFFP 370 Legal and Ethical Issues in Retailing (3)</p> <p><i>Experiential coursework – up to 9 units may be used as RCSC Electives. Only 3 units of Preceptorship can apply toward major electives.</i></p> <p>RCSC 293/393/493B Internship (3-9) RCSC 493L Legislative Internship (1-12) RCSC 394/494 Practicum (1-8) RCSC 299/399/499 RCSC Independent Study (1-3) FCSC 491 Preceptorship (3)</p>
Internship, practicum, applied course requirements. (Yes/No). If yes, provide description.	Not required	Not required
Senior thesis or senior project required (Yes/No). If yes, provide description.	Not required	Not required
Additional requirements (provide description)	None	None
Minor (optional or required)	Optional	Optional

*May require Arizona Board of Regents (ABOR) approval

^Emphases are officially recognized sub-specializations within the discipline. [ABOR Policy 2-221 c. Academic Degree Programs Subspecializations](#) requires all undergraduate emphases within a major to share at least 40% curricular commonality across emphases (known as “major core”). Total units required for each emphasis must be equal.

- **Peer institution comparison-** describe how your modified major requirements are similar and different from major requirements of two peer institutions.

Peer institutions selected: University of Minnesota-Twin Cities and University of Wisconsin-Madison

Similarities: All three institutions offer a Bachelor of Science degree with required retail and consumer science courses and electives. The programs have similar external to the major course requirements. All three programs have strong industry and career orientations.

A comparison of the specific degree requirements

Proposed B.S. Retailing and Consumer Science	University of Minnesota-Twin Cities	University of Wisconsin-Madison
	B.S. Retail Merchandising	B.S. Consumer Behavior & Marketplace Studies
Strong links to industry and careers	Strong links to industry, focused on fashion apparel	Strong links to industry and careers
120 total units	120 total credits	120 total credits
21 units required outside of major ¹	32 units required outside of major ¹	12 units required outside of major ¹
25-26 units of required course in the major	27 units of required courses in major	21 units of required courses in major
21 units of major electives	18 units of major electives	9 units of major electives

¹Excludes University and General Education requirements.

Required courses not in Major (excludes general education and other university requirements)		
MIS 111 Computers and Internetworked Society	CI 1871 Computer Literacy and Problem Solving (4)	
ACCT 250 Survey of Accounting or [ACCT 200 + ACCT 210] or RCSC 220 Markets, Finance and Retailing		ACCT IS 100 Introduction to Financial Accounting OR ACCT IS 300 Accounting Principles OR GEN BUS 310 Fundamentals of Accounting & Finance for Non-Business Majors
MATH 112 College Algebra Concepts and Applications	MATH 1031 - College Algebra and Probability [MATH]	MATH 112 College Algebra or higher
ECON 200 Basic Economic Issues	APEC 1101 Principles of Microeconomics (4)	Econ 101 Microeconomics
FCSC 201 Introduction to Statistics or [PSY 230, BNAD 276, or SOC 375]	SCO 2550 Business Statistics: Data Sources, Presentation, and Analysis (4)	STAT 301, STAT 371, SOC 360, PSYCH 210, ECON 310, or GEOG 360
FCSC 202 Introduction to Research Methods or [PSY 290A, or SOC 374] or RCSC 260 Shopper Data and Business Research		Human Ecology course outside of department CNSR SCI 301 Consumer Analytics is an elective
FCSC 301 Applying Critical Thinking [or ENG 307 Business Writing]	WRIT 3562W Technical and Professional Writing (4)	Written communications courses required (6)

Proposed B.S. Retailing and Consumer Science	University of Minnesota-Twin Cities	University of Wisconsin-Madison
	B.S. Retail Merchandising	B.S. Consumer Behavior & Marketplace Studies
Required courses in major		
RCSC 114 Introduction to Retailing	RM 2215 Introduction to Retail Merchandising	CNSR SCI 257 Introduction to Retailing (2)
RCSC 197A RCSC Academic Culture (1), Freshman only		
RCSC 205/205A Merchandise Planning and Control + Lab (3+1)	RM 3242 - Retail Buying	
RCSC 240 Consumer Behavior	RM 3124 - Consumers of Design	CNSR SCI 657 Consumer Behavior
RCSC 295A Career Exploration (1)	RM 3201 - Career and Internship Preparation for Retail Merchandising (1)	INTER-HE 202 SoHE Career & Leadership Development (1)

RCSC 315 Retail Communications Strategy	MKTG 3001 - Principles of Marketing	
RCSC 316/316A Retail Business Analysis and Lab (3+1)		CNSR SCI 564 Retail Financial Analysis
RCSC 384 Leadership, Ethics and Management	MGMT 3001 - Fundamentals of Management RM 4248 - Creative Leadership in Retailing (3.0 cr)	CNSR SCI 250 Retail Leadership Symposium (1)
RCSC 498 Senior Capstone		
Differences in degree requirements		
Sustainable consumption courses are general education or electives	RM 1201 - Fashion, Ethics, and Consumption required	
Consumer insights, product development, and customer experience management are electives	DES 1111 Creative Problem Solving DES 1101W - Introduction to Design Thinking (4)	CNSR SCI 201 Consumer Insights CNSR SCI 555 Consumer Design Strategies & Evaluation
Digital retailing courses are electives	RM 2234 - Retailing in a Digital Age required	
Global retailing is an elective	RM 4217 - International Retail Markets	CNSR SCI 562 The Global Consumer is an elective
Internship for credit encouraged	Internship for credit encouraged	Internship required: CNSR SCI 603 Retailing Internship
Consumer finance in PFFP program		CNSR SCI 275 Consumer Finance

All courses 3 units/credit hours unless noted.

- **Faculty impact**- indicate if new faculty hires will be required to deliver the proposed modified/new curriculum.

The revisions to the BS RCSC Major do not require any new faculty hires.

- **Budgetary impact**- indicate new resources needed and source of funding to implement the proposed changes. If reallocating resources, indicate where resources will be taken from and the impact this will have on students/faculty/program/unit.

No new resources are required to implement these changes. Current funding sources will not be reallocated.

Required signatures

Managing unit administrator (print name and title): Laura Scaramella, Norton School Director

Managing administrator's signature:  Date: 10/28/2021

Managing unit administrator (print name and title): _____

Managing administrator's signature: _____ Date: _____

Dean (print name): Michael Staten

Dean's signature:  Date: 10/28/2021

Dean (print name): _____

Dean's signature: _____ Date: _____

Note: In some situations, signatures of more than one unit head and/or college dean may be required.

For use by Curricular Affairs:

Committee	Approval date
Academic Programs Subcommittee	
Undergraduate Council	
College Academic Administrators Council	
Arizona Board of Regents (if applicable)	

- Notify proposers of approval
- Upload proposal documents to relevant UAccess tables
- Notify ADVIP team and proposers

If ABOR approval required :

- If applicable, create approval memo
- Send memo to college/dept and acad_org listserv.
- If applicable, create new plan code (secondary too)
- If applicable, update emphases
- If applicable, add last admit term to prior plan code(s)
- Upload proposal docs to relevant UAccess table values
- Notify ADVIP team and proposers