THE UNIVERSITY OF ARIZONA®

New Academic Program Workflow Form

General

Proposed Name: Digital Retailing Certificate

Transaction Nbr: 00000000000120

Plan Type: Specialization

Academic Career: Undergraduate

Degree Offered: Undergraduate Certificate

Do you want to offer a minor? N

Anticipated 1st Admission Term: Fall 2022

Details

Department(s):

AGSC

DEPTMNT ID	DEPARTMENT NAME	HOST
1236	School of Family & Consumer Sciences	Y

Campus(es):

MAIN

LOCATION	DESCRIPTION
TUCSON	Tucson

ONLN

LOCATION	DESCRIPTION
ONLN	Online

Admission application terms for this plan: Spring: Y Summer: Y Fall: Y

Plan admission types:

Freshman: N   Transfer: N Readmit: N   Graduate: Y

Non Degree Certificate (UCRT only): N

Other (For Community Campus specifics): N

Plan Taxonomy: 19.0203, Consumer Merchandising/Retailing Management.

Program Length Type: Program Length Value: 0.00

Report as NSC Program:

SULA Special Program:

Print Option:

Diploma: Y   Digital Retailing Certificate

Transcript: Y   Digital Retailing Certificate

Conditions for Admission/Declaration for this Major:

None

Requirements for Accreditation:

None

Program Comparisons

University Appropriateness

The digital retailing certificate is aligned with the University's mission and strategic plan, specifically, to prepare our students with the skills and mindsets to lead in the 4IR.

Arizona University System

NBR	PROGRAM	DEGREE	#STDNTS	LOCATION	ACCRDT

Peer Comparison

See peer comparison chart attached

Faculty & Resources

Faculty

Current Faculty:

INSTR ID	NAME	DEPT	RANK	DEGREE	FCLTY/%
13508197	Lance Erickson	1236-RCSC	Assoc. Prof. Pract.	Doctor of Philosophy	1.00
22076189	Kathleen Kennedy	1236-RCSC	Assoc. Prof. Pract.	Master of Bus Admin	1.00
22091604	Quy Quailes	1236-	Assoc. Prof.	Doctor of	1.00

INSTR ID	NAME	DEPT	RANK	DEGREE	FCLTY/%
		RCSC	Pract.	Philosophy	
22092515	Jose Mendoza	1236-RCSC	Instructor	Doctor of Philosophy	1.00

Additional Faculty:

None needed

Current Student & Faculty FTE

DEPARTMENT	UGRD HEAD COUNT	GRAD HEAD COUNT	FACULTY FTE
1236-RCSC	268	0	8.00

Projected Student & Faculty FTE

DEPT	UGRD HEAD COUNT			GRAD HEAD COUNT			FACULTY FTE		
	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3
1236-RCSC	50	100	150	0	0	0	.30	.60	.60

Library

Acquisitions Needed:

None

Physical Facilities & Equipment

Existing Physical Facilities:

N/A

Additional Facilities Required & Anticipated:

None

Other Support

Other Support Currently Available:

The program has non-monetary support in the form of access to professional digital application and platforms from Google, Amazon, Shopify, Hootsuite, and other industry leaders.

Other Support Needed over the Next Three Years:

None, except as required by student demand.

Comments During Approval Process

11/23/2021 3:20 PM
DARINK

Comments
Approved.

Note: New programs requiring a program fee must have the fee approved prior to implementation.

I. **CERTIFICATE DESCRIPTION**

Digital Retailing Certificate: This certificate is designed to provide an entry into digital retailing careers and the background entrepreneurs need to create and grow digital retail businesses. It is also ideal for working professionals with traditional store-oriented retail operations, merchandising, or marketing backgrounds who want to transition into digital retailing and e-commerce.

AREAS OF INTEREST
Digital Retailing
E-Commerce
Entrepreneurship
Interdisciplinary Studies
Merchandising and Buying
Mobile Commerce
Social Media and Social Commerce

II. **NEED FOR THE CERTIFICATE/JUSTIFICATION**

Associated CIP code: 19.0203 Consumer Merchandising/Retailing Management

The Digital Retailing Certificate is designed to provide essential knowledge and skills for people who want to enter or transition into the high-growth digital retailing (i.e., e-commerce and omnichannel) field. There are general digital marketing certificates, management certificates, and numerous technical certificates related to website development and programing, but no similar certificate that offers the interdisciplinary training required for digital retailing specialist and manager positions.

Retail e-commerce sales alone are forecast to increase 16.8% to $4.921 trillion in 2021 (von Abrems, 2021). The retail industry is evolving rapidly as consumers adopt digital shopping technologies and omnichannel services are growing at a rapid pace. Established retailers and innovative startups across the USA and around the world are investing significant capital in ecommerce platforms, integration of digital retailing into brick-and-mortar stores and expanding customer fulfillment capabilities. The result is the need for trained employees and for specialized career training in digital retailing to meet these changing demands.

The restructuring of the retailing sector has caused dramatic increases in the need for digital retailing professionals, including:
- Customer retention specialists
- Digital community builders
- Digital content managers
- Digital operations managers
- E-commerce business analysts
- E-commerce buyers and merchandise planners
- Retail CX (Customer Experience) managers
- Retail website developers and managers

- SEO (search engine optimization) specialists
- UX (User Experience) managers and designers
- Warehouse and fulfillment managers

According the U.S. Bureau of Labor Statistics, the projected increase in employment from 2020 to 2030 in some occupations related to this certificate are as follows:

- Marketing managers +29.4%
- Market research analysts and marketing specialists + 163.6%
- Project management specialists and business operations specialists, all other +99.2%
- Sales managers +27.9%
- Software and web developers, programmers, and testers +416.6%

Note: The U.S. Bureau of Labor Statistics classifies only people who work in stores as part of the retail trade (NRF, 2019) and employment in retailing outside of stores is spread over a number of other occupational categories. The fastest growing retail job categories are related to digital retailing and classified in other industries such as IT, management, transportation, and warehousing, and are not part of the BLS.

Sources:
NRF. (2019, March 3). *If you want to measure retail employment, don't look to monthly BLS employment figures.* Retrieved October 26, 2021, from NRF.com: https://nrf.com/blog/if-you-want-measure-retail-employment-dont-look-monthly-bls-employment-figures

von Abrems, K. (2021, July 7). *Global Ecommerce Forecast 2021*. Retrieved October 26, 2021, from EMarketer.com: https://www.emarketer.com/content/global-ecommerce-forecast-2021

III. **PROGRAM AFFILIATION**- specify whether the UA offers an affiliated program at the undergraduate or graduate level. The affiliated program may or may not have the same name as the proposed certificate. Will there be any collaboration with other departments or universities to maximize resources? If there is collaboration, please include a memo (email is acceptable) of support from the applicable parties.

This certificate is affiliated with the Norton School of Family and Consumer Sciences, Retailing and Consumer Science program. All planned courses are offered within the BS Retailing and Consumer Science (RCSC) degree program. There will be no external courses used in the program.

IV. **CERTIFICATE REQUIREMENTS**

Minimum total units required	12
Minimum upper division units	6
Total transfer units that may apply to the certificate. *Note: A minimum of six (6) units used to complete the certificate must be University credit.*	0

Pre-admissions expectations (i.e., academic training to be completed prior to admission)	None
Certificate requirements. List all certificate requirements including core and electives. Courses listed must include **course prefix, number, units, and title**. Mark new coursework (New). Include any limits/restrictions needed. Provide email(s)/letter(s) of support from home department head(s) for courses not owned by your department.	Complete 9 units of core coursework: - RCSC 205 (3) Merchandise Planning and Control - RCSC 260 (3) Shopper Data and Business Analytics - RCSC 360 (3) Digital Retailing Complete 3 units from the options below: - RCSC 324 (3) Customer Experience Management - RCSC 361 (3) Social Media, Influencers and Consumers - RCSC 434 (3) Omnichannel and Multichannel Retailing
Internship, practicum, applied course requirements (Yes/No). If yes, provide description.	No
Any double-dipping restrictions (Yes/No)? If yes, provide description. *A maximum of 6 units may double-dip with a degree requirement (major, minor, General Education) or second certificate.	Yes, there are double-dipping restrictions. DR Certificate students who subsequently enroll in the RCSC BS degree or the RCSC Minor may apply 6 units towards the RCSC BS degree or the RCSC Minor degree (RCSC 205 and RCSC 260). Students may apply up to 3 units to the Retail Management Certificate (RCSC 205). Courses may not be used for both the DR Minor and the DR Certificate. RCSC Majors and RCSC Minors may not enroll in the DR Certificate program.
Additional requirements (provide description)	None.

V. CURRENT COURSES

Course prefix and number (include cross-listings)	Units	Title	Pre-requisites	Modes of Delivery (online, in-person, hybrid)	Campus and Location Offered	Dept signed party to proposal? (Yes/No)
RCSC 205	3	Merchandise Planning and Control Retailing	None	Online, in-person, hybrid	Main, Arizona Online	Yes
RCSC 260	3	Shopper Data and Business Analytics	None	Online, in-person, hybrid	Main, Arizona Online	Yes
RCSC 324	3	Customer Experience Management	None	Online, in-person, hybrid	Main, Arizona Online	Yes

RCSC 360	3	Digital Retailing	None	Online, in-person, hybrid	Main, Arizona Online	Yes
RCSC 361	3	Social Media, Influencers and Consumers	None	Online, in-person, hybrid	Main, Arizona Online	Yes
RCSC 434	3	Omnichannel and Multichannel Retailing	None	Online, in-person, hybrid	Main, Arizona Online	Yes

VI. **Learning Outcomes** - Complete this table as a summary of the learning outcomes from your assessment plan, using these examples as a model. If you need assistance completing this table and/or the Curriculum Map, please see the resources at the Office of Instruction and Assessment or contact them here.

Learning Outcome #1: Explain the requirements for a successful digital retailing operation.
Concepts: Digital retailing business models, differentiation strategies, and the value creation process.
Competencies: Students will demonstrate business communications and critical analysis skills.
Learning Outcome #2: Design effective digital environments and communications for each stage of the customer journey.
Concepts: Consumer behavior theory, digital design principles, and web development practices.
Competencies: Students will demonstrate proficiency in digital design, web development, digital standards, customer experience (CX) management, and consumer research methods.
Learning Outcome #3 Plan a digital retail business including product and service offering, pricing strategy, digital properties and networks, promotions, and user experience.
Concepts: Retail mix management, digital shopping environments.
Competencies: Students will demonstrate business planning, market analysis, forecasting, merchandising, and business management skills.
Learning Outcome #4 Create digital marketing and online media campaigns that drive retail demand and build customer loyalty.
Concepts: Digital marketing, brand management, and campaign planning.
Competencies: Students will demonstrate an understanding of how to manage and integrate SEO (Search Engine Optimization), SEM (Search Engine Marketing, content marketing, owned and earned media, and paid advertising to achieve retail business objectives.
Learning Outcome #5: Develop effective digital retailing strategies and tactics in a specialized area.
Concepts: Students select one specialized area: social media and content marketing, CX, or omnichannel retailing.
Competencies: Students will demonstrate the ability to apply specific professional methods to solve digital retail business challenges.

VI. **CONTACTS AND ADMINISTRATION**

UNDERGRADUATE (delete if n/a)
a. List the name and contact information for the primary point of contact for the certificate:
Kathleen J. Kennedy Associate Professor of Practice, Retailing and Consumer Science. Email: kjkennedy@arizona.edu
Phone: 520-621-1928

b. List the name and contact information for the person or persons who will serve in the role of Director of Undergraduate Studies (DUS) for the certificate (this is not always the same as the DUS for affiliated programs or head of the managing academic unit.):
Darin Knapp, Associate Professor of Practice, Family Studies & Human Development, Undergraduate Director | Norton School of Family and Consumer Sciences. Email: darink@email.arizona.edu Phone: (520) 621-7141

c. If known, list the members of the certificate oversight committee for this certificate. Note: undergraduate certificate oversight committees shall consist of a minimum of 3 members, 2 of which are faculty and at least one of the 2 is participating faculty in the certificate program. The oversight committee is responsible for 1) qualifications of participating faculty, 2) coordination of admissions recommendations with the Office of Admissions, and 3) curricular changes:

Kathleen J. Kennedy, Associate Professor of Practice, Retailing and Consumer Science
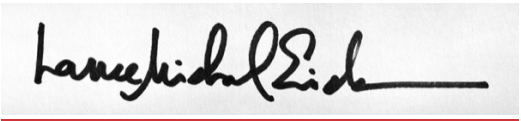Lance Erickson, Chair and Associate Professor of Practice, Retailing and Consumer Science
Darin Knapp, Associate Professor of Practice, Family Studies & Human Development, Undergraduate Director | Norton School of Family and Consumer Sciences

VII.   REQUIRED SIGNATURES

Program Director/Main Proposer (print name and title):

Program Director/Main Proposer signature: _Lance Michael Eicher_
Date: February 10,2022

_____

Date: 2/15/2022

_____

Associate/Assistant Dean's signature:
Date:

_____

Date:

_____

For use by Curricular Affairs (Undergraduate):

Committee	Approval date
APS	
Undergraduate Council	
Undergraduate College Academic Administrators Council	

BUDGET PROJECTION FORM

Name of Proposed Program or Unit: Digital Retailing Certificate

	Projected		
Budget Contact Person: Samantha Sowerby (sbsowerby@arizona.edu)	**1st Year** 2022- 2023	**2nd Year** 2023-2024	**3rd Year** 2034-2025
METRICS			
Net increase in annual college enrollment UG	30	50	100
Net increase in college SCH UG	270	750	1,500
Net increase in annual college enrollment Grad			
Net increase in college SCH Grad			
Number of enrollments being charged a Program Fee			
New Sponsored Activity (MTDC)			
Number of Faculty FTE	0.30	0.60	0.60
FUNDING SOURCES			
Continuing Sources			
UG RCM Revenue (net of cost allocation)			
Grad RCM Revenue (net of cost allocation)			
Program Fee RCM Revenue (net of cost allocation)			
F and A Revenues (net of cost allocations)			
UA Online Revenues (Less UA and AZ Online fees)	45,785	127,181	254,363
Distance Learning Revenues			
Reallocation from existing College funds (attach description)			
Other Items (attach description)			
Total Continuing	$ 45,785	$ 127,181	$ 254,363
One-time Sources			
College fund balances			
Institutional Strategic Investment			
Gift Funding			
Other Items (attach description)			
Total One-time	$ -	$ -	$ -
TOTAL SOURCES	$ 45,785	$ 127,181	$ 254,363
EXPENDITURE ITEMS			
Continuing Expenditures			
Faculty	8,000	22,000	16,000
Other Personnel	10,000	15,000	20,000
Employee Related Expense	5,580	11,470	11,160
Graduate Assistantships			
Other Graduate Aid			
Operations (materials, supplies, phones, etc.)	200	200	200
Additional Space Cost			
Other Items (attach description)			
Total Continuing	$ 23,780	$ 48,670	$ 47,360
One-time Expenditures			
Construction or Renovation			
Start-up Equipment			
Replace Equipment			
Library Resources			
Other Items (attach description)			
Total One-time	$ -	$ -	$ -
TOTAL EXPENDITURES	$ 23,780	$ 48,670	$ 47,360
Net Projected Fiscal Effect	$ 22,005	$ 78,511	$ 207,003

Program name, degree, and institution	Proposed UA Program Digital Retailing Certificate	Peer 1 University of Houston E-Tailing: Certificate in Retailing and Consumer Science	Peer 2 Texas A&M Certificate in Retailing
Current number of students enrolled		N/A	N/A
Program Description	The Digital Retailing Certificate is designed to provide essential knowledge and skills essential for careers in the high-growth digital retailing (i.e., e-commerce and omnichannel) field. This program offers the interdisciplinary training required for digital retailing specialist and manager positions.	One of five undergraduate certificate programs offered by UH RCSC. Designed to support professional advancement and/or academic foundation for transition to the bachelor's degree program.	The Certificate in Retailing offers students a concentration in retailing, similar to a minor, to complement their business degree. Receiving a certificate requires successful completion of workplace experience and professional development to build broad functional and personal skills necessary for students to become leaders in America's second largest industry.
Target Careers	Customer retention specialists Digital community builders Digital content managers Digital operations managers Digital retailing entrepreneurship E-commerce business analysts E-commerce buyers and merchandise planners Retail CX (Customer Experience) managers Retail website developers and managers SEO (search engine optimization) specialists	E-commerce buyers and merchandise planners E-Commerce entrepreneurship	Buyers and merchandise planners Digital marketing managers Retail marketing managers Retail operations managements

	UX (User Experience) managers and designers Warehouse and fulfillment managers		
Emphases? (Yes/No) List, if applicable	No	No	No
Minimum # of units required	12	15	12
Level of Math required (if applicable)	N/A	N/A	N/A
Level of Second Language required (if applicable)	N/A	N/A	N/A
Pre-Major? (Yes/No) If yes, provide requirements.	No	No	No
Special requirements to declare/gain admission? (i.e. pre-requisites, GPA, application, etc.)	Cannot be enrolled in the RCSC BS (Major) or a RCSC Minor.	Cannot be enrolled in the BS degree program. Students can apply courses from one certificate to a second certificate or to the Bachelor of Science in Retailing and Consumer Science.	Business major in good standing.
Internship, practicum, or applied/experiential requirements? If yes, describe.	No	No	Yes, approved retailing internship must be completed. Participation in the Student Retailing Association for two semesters required.

Additional questions:

1. How does the proposed program align with peer programs? Briefly summarize the similarities between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

   The peer programs are similar in the number of units, focus on the retailing sector, and integration of practical learning. The identified peer programs are from a different perspective: either narrowly focused on e-commerce merchandising and not more broadly on digital retailing, or aligned to retailing management careers without a specialization on digital retailing.

2. How does the proposed program stand out or differ from peer programs? Briefly summarize the differences between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

   This is a unique and innovative certificate program that is focused on emerging careers driven by the digitalization of retailing and the emergence of social commerce (i.e., sale of products, services and ideas within social media). There are a few certificate programs focused on retailing, but not specifically on digital retailing. There are many non-comparable, general digital marketing certificate programs offered by higher education institutions, commercial entities, and professional organizations. There are also numerous training programs focused solely on digital technology, website, and software developer skills and careers.

   The requirements for the two peer certificates illustrate the difference between the proposed Digital Retailing Certificate and existing programs:
   - University of Houston: Requires five courses primarily focused on E-Commerce merchandising and buying: HDCS 3300 Organizational Decisions in Technology (systems-theory), HDCS 4303 - Merchandising Systems, HDCS 4374 Entrepreneurial E-Tailing, HDCS 4375 Strategies in E-Tailing, and HDCS 4380 Merchandising.
   - Texas A&M Retailing Certificate: Requires four retailing courses with no digital retailing course (MKTG 325: Retail Concepts and Policies, MKTG 326: Strategic Retailing, MKTG 425: Retail Merchandising, MKTG 426: Advanced Retail Case Study, MKTG 438: Strategic Digital Marketing), a retailing internship, and participation in the Student Retailing Association for two semesters.

3. How do these differences make this program more applicable to the target student population and/or a better fit for the University of Arizona?

   The University of Arizona is in a unique position to offer a digital retailing certificate program. UA is home to the industry-leading Retailing and Consumer Science (RCSC) degree program, one of only a few academic programs that approach retailing from an interdisciplinary perspective. In addition, we have the largest and most extensive course offering in digital retailing offered by any university or college in North America and RCSC has faculty with both academic training and professional experience in the rapidly-growing field.

THE UNIVERSITY OF ARIZONA
COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES
School of Information

Harvill Building
1103 E. 2nd St., Room 409
Tucson, AZ 85721
Phone: 520-621-3565
Web: ischool.arizona.edu/

January 15, 2022

To review committee:

On behalf of the School of Information I write this memo in support of the new Digital Retailing Certificate. The School of Information has no objection and we wish you the best in the creation of a compelling certificate program which we believe will beneficially contribute to digital engagement and expertise at UArizona. We look forward to any opportunities in which we may mutually advance productive collaborations through this certificate and in future endeavors. Please do not hesitate to contact me if you need more information (cfbrooks@arizona.edu).

Sincerely,

Catherine F. Brooks, Associate Professor and iSchool (School of Information) Director
University of Arizona