

Program Proposal for an Undergraduate Certificate

1. Name of the proposed undergraduate certificate.

Merchandising

2. Name of the department(s) involved.

Department of Apparel, Events, and Hospitality Management (AESHM)

3. Name of the contact person(s).

Christine Lieran Wise (AMD program); Jessica L. Hurst (AMD program); Robert Bosselman (AESHM Dept.)

4. General description of the undergraduate certificate.

The Merchandising Certificate program consists of 22 or more credits, including a required core of 13 credits. A minimum of 13 credits must be earned at Iowa State University. Nine of those credits must be at the 300 -400 level. Students may complete coursework on-campus, off-campus, online, or in any combination thereof. All courses applied to the Merchandising Certificate must be taken for a grade. A cumulative GPA of 2.0 should be maintained by all participants to successfully complete the program and receive certificate.

The Merchandising Certificate is designed for 1) current or future merchandisers in business or product design programs who wish to enhance their knowledge, skill sets, and employment possibilities by adding expertise in merchandising, 2) ISU apparel design students who wish to document proficiency in merchandising, 3) post-baccalaureate students seeking positions within the merchandising segment of the global apparel and textile industry

The Merchandising certificate is designed to equip students with the conceptual knowledge, and skills necessary to acquire entry level positions with retail firms, corporate buying offices, and other merchandising settings and to advance to higher levels within such firms. Students majoring in Apparel, Merchandising, and Design (AMD) at ISU are eligible for a Merchandising Certificate if their primary option is Creative and Technical Design. Of the four required classes, only one class is required of designers, leaving 10 stand-alone credits designers must add to their program of studies to achieve the certificate. AMD students with primary options in Merchandising and Product Development/Sourcing are not eligible for the Merchandising Certificate. ISU students majoring in other subjects than AMD are eligible for a Merchandising Certificate. A minimum of 9 credits used for the certificate may not be used to meet any other department, college, or university requirement for the baccalaureate degree.

5. Need for the proposed undergraduate certificate.

The need for merchandisers continues to grow. According to the U.S. Bureau of Labor Statistics, employment opportunities in Merchandising are expected to increase an average of 7 to 17 percent through 2016. The Certificate Program in Merchandising responds to this need by preparing professionals who engage in data-driven decision-making and advanced analytical skills related to the planning, development and presentation of merchandise.

Internationally, the need for merchandising is high in countries adjusting to a shift from a communist economy to a capitalist economy. Faculty visits to universities in Russia and other former communist countries provide justification for the Merchandising Certificate based on the number of student inquiries regarding the best means of merchandising their designs.

The Merchandising Certificate is designed to provide the conceptual background and practical examples for working professionals and undergraduate students seeking to enter the business end of the textile and apparel industry or advance to a higher level within the industry. This certificate program responds to the growing need for merchandisers to produce, analyze, and report data that can inform purchasing and allocation decisions and to work in the international market. The certificate will be attractive to working professionals in the industry whose job responsibilities include merchandise management, allocation, buying, and store/department management or for those who plan to become entrepreneurs. The certificate also will attract prospective and current ISU students seeking knowledge of current merchandising practices that will provide them with a competitive edge for future employment in the industry. Throughout the curriculum, applied learning and field experiences will be emphasized to build the skills and expertise required of merchandisers.

In order to make the best education accessible to as many students as possible, the Merchandising Certificate courses are being developed in both face-to-face on campus formats as well as online/distance education formats. One course, AESHM 275, Merchandising, was presented in an online format in the summer of 2010. Faculty members teaching other courses for the Merchandising Certificate are currently developing online/distance education formats which will be implemented over the next four semesters. Expanding the available instructional formats will enhance the College's commitment to serving the needs of the greater State of Iowa, while simultaneously generating new revenue for the college and department. Additionally, this expanded instructional format (i.e., distance education) of the Merchandising Certificate will provide national and international visibility for the College of Human Science and further globalize and internationalize the curriculum.

6. Objectives of the proposed undergraduate certificate including the student learning outcomes and how the learning outcomes will be assessed.

Students will be able to

- Apply merchandising concepts and theories in planning, development and presentation of diverse product lines;
- Analyze merchandise assortments, and the styling, pricing, and timing of inventories;
- Evaluate the impact of merchandising related technology and supply chain business systems on firms;
- Apply processes and formulas for merchandise planning, pricing, inventory assessment and evaluation;
- Develop customer service and experiential strategies, personal selling techniques, and human resource strategies as appropriate for retail firms;
- Develop unified marketing and competitive strategies consistent with the identity for a given brand
- Select among the diverse opportunities available to engage customers with the products and services of textiles and apparel firms; and
- Analyze the cost/benefit of business decisions.

Student assessment will be based on individual performance on exams, quizzes, learning activities, projects, model stock plans, software applications, lab assignments, business and consulting projects, class presentations, participation in class, focus papers, industry assessment projects, and case studies.

7. Relationship of the undergraduate certificate to other programs at Iowa State University.

The undergraduate certificate includes courses required by students in three programs (AMD, Event Management, and Hospitality Management) in the AESHM Department.

8. Relationship of the undergraduate certificate to the strategic plans of the university, of the college, and of department or program.

The certificate will contribute to making Iowa and the world a better place (ISU's mission) by enhancing human capital that supports economic sustainability for individuals, families, and businesses. The certificate will improve quality of life (CHS' mission) through the fulfillment of consumer needs and desires.

AESHM's strategic plan includes meeting the needs of the hospitality and apparel industries and the human sciences dimension of businesses. Merchandising skills are critical for enhancing profitability and/or viability of businesses and organizations in the apparel and hospitality fields. This certificate will draw students from numerous majors, interested in enhancing their understanding of merchandising. It will also generate new revenue by attracting working professionals, both nationally and internationally, from various industry sectors including apparel and textiles, retailing, hospitality, food marketing and retail, tourism, interior design, and many others.

9. Comparison of the proposed undergraduate certificate with similar programs at other universities, including the Regent's universities.

A search of the following websites (Iowa Board of Regents, Iowa Department of Education (including the listing of all majors and certificates offered by all Iowa community colleges), University of Iowa, and University of Northern Iowa) did not reveal any current existing merchandising certificate. The University of Iowa does offer a Certificate in International Business through the Tippie College of Business and a Certificate of Entrepreneurial Studies Management through the John Pappajohn Entrepreneurial Center. However, with the exception of fundamental concepts included in the basic management, marketing, and entrepreneurship courses, there is no overlap among these Certificates and the proposed Merchandising Certificate.

The textiles and apparel bachelor of arts degree at the University of Northern Iowa is the only other program at a regent's institution that bears any resemblance to the Merchandising Certificate. That program offers only 13 courses focusing on the textiles and apparel industry; only three of those include concepts related to merchandising.

Students majoring in business or design, and related areas may be interested in pursuing a certificate in Merchandising at Iowa State University.

10. Program requirements and procedures, including:

a. prerequisites for prospective students;

Other than the general requirements of an undergraduate degree or current enrollment in a degree program and maintaining a cumulative GPA of 2.0, there are no specific prerequisites.

b. application and selection process;

Potential students would apply through the ISU online non-degree application process. Students admitted to pursue the Merchandising Certificate will have to meet the general criteria of Iowa State University, namely completion of a baccalaureate degree from any accredited institution or currently enrolled in an undergraduate degree program at ISU. International students and international professionals must submit a minimum TOEFL score of 550 for the paper-based exam (or 79 for the internet-based TOEFL exam).

c. language requirements;

Students must be able to communicate in English because the courses and assessments are conducted in English. There are no other language requirements for this certificate.

d. courses and seminars presently available for credit toward the program;

Current courses offerings include AMD 275, AESHM 287, AESHM 311N, AESHM 340, AESHM 342, AMD 377, AESHM 470N, AESHM 474, AMD 477; AMD 165, AMD 245, AMD 372, AMD 376, AMD 467, and AMD 475.

Required coursework (13 credit hours): AMD 275, AMD 477, AMD 376, and AMD 475

- **AMD 275. Merchandising.** (3-0) Cr. 3. F.S. *Prereq: 3 credits in Math.* Principles of merchandising as applied to retail-, service-, events-, and hospitality-related businesses. Study of the planning, development, and presentation of apparel- and hospitality-related products, services, and experiences. Industry and market research, planning of new offerings, and development of promotional and competitive strategies for various retail formats.
- **AMD 477. Omni-channel Retailing.** (3-0) Cr. 3. F. *Prereq: 3 credits in marketing or AMD 275 or 287.* A customer-centric view of marketing with a focus on the retailer-customer relationship and omni-channel strategies. Analysis and evaluation of integrated retail applications and strategies using digital media, including store formats, e-commerce, catalog, mobile, crowdsourcing, and social media.
- **AMD 376. Merchandise Planning and Control.** (3-2) Cr. 4. F.S. *Prereq: AMD 275; ACCT 284, MATH 104 or equivalent.* Calculations and computer application in the planning and control of merchandise. Emphasis on retail math as it pertains to assortment planning, the six-month buying plan process, and other buying concepts and strategies. Online modules.
- **AMD 475. Retail Information Analysis.** (2-2) Cr. 3. F.S. *Prereq: 376.* Evaluation of information needed to make effective retail decisions. Use of technology in analyzing and interpreting retail systems data. Application of concepts related to forecasting, consumer demand, assortment planning, market research, data mining, database interface, pattern recognition, supply-chain/logistics management, retail technology applications such as Visual Retailing, PLM, and Sourcing Simulator.

Additional coursework (9 credit hours): select from AESHM 287, AESHM 311N, AESHM 340, AESHM 342, AMD 377, AESHM 470N, AESHM 474, AMD 165, AMD 245, AMD 372, and AMD 467

- **AESHM 287. Principles of Management in Human Sciences.** (3-0) Cr. 3. F.S.
Introduction to management concepts and principles with application to the human sciences organizations. Includes service quality management, professionalism, and social responsibility.
- **AESHM 311N. Seminar on Careers and Internships.** (1-0) Cr. 1. F.S. *Prereq:* *Sophomore classification. Good academic standing.* Internship and career planning, professional expectations and responsibilities. Résumé development, cover letters, portfolio planning, interviewing techniques, and business etiquette.
- **AESHM 340. Hospitality and Apparel Marketing Strategies.** (3-0) Cr. 3. F. *Prereq:* *Econ 101.* Application of marketing principles to the hospitality, apparel and retail industries. Emphasis on development of organizational strategies, marketing plans, service and social marketing principles within human sciences-related businesses.
- **AESHM 342. Aesthetics of Everyday Experience.** (3-0) Cr. 3. F.S. (3-0) Cr. 3. F.S. *Prereq:* *Sophomore classification.* Design principles, aesthetic concepts, and research applied to consumer experiences, with an emphasis on hospitality and retail environments and events. Influence of individual differences and cultural patterns on aesthetic preferences.
- **AMD 377. Visual Presentation and Promotions.** (3-0) Cr. 3. F.S. *Prereq:* *245; AESHM 340 or MKT 340* Principles of visual aspects of brand development and management; emphasis on branding, visual merchandising, design/layout of retail spaces. Includes applications such as visual communication and documentation using Adobe Creative Suite(R), hands-on display projects, and brand case studies.
- **AESHM 470N. Supervised Experience.** Cr. 3. Repeatable. F.S.SS. *Prereq:* *AESHM 311, 9 credits in A M D, and minimum 2.0 GPA; permission by application; junior or senior classification; employer/location should be different than employer/location for AESHM 170 and 270*
Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.
- **AESHM 474. Entrepreneurship in Human Sciences.** (Dual-listed with 574). (3-0) Cr. 3. S. *Prereq:* *AMD 275 or AESHM 287 or ACCT 284 or 3 cr in MKT or permission of instructor.* Comprehensive approach to entrepreneurship including concepts of innovation, creativity, opportunity assessment, and business planning. Focus on human sciences-related businesses: retail, service, hospitality, event, food-related, family-owned, rural, community owned businesses. Interaction with entrepreneurs, market research, feasibility analysis, business proposals, and business/community outreach and consulting.
- **AMD 165. Dress and Diversity in Society.** (3-0) Cr. 3. F.S. Examination of diversity among consumers and forecasting trends in dress. Introduction to social justice issues. Meets US Diversity Requirement.
- **AMD 245. Aesthetics and Brand Image.** (3-0) Cr. 3. F.S. *Prereq:* *131, 165; 204 or concurrent.* Elements and principles of design. Analysis of sensory, expressive, and

- symbolic aspects that build brand image, with a focus on fashion products and promotional settings.
- **AMD 372. Sourcing and Global Issues.** (3-0) Cr. 3. F.S. *Prereq: 231, AMD 275; ECON 101 or 102 recommended.* Evaluation of key issues facing textile and apparel businesses in global markets considering ethical, economic, political, social, and professional implications. Sourcing strategies in a global environment. Corporate and consumer social responsibility and sustainability.
 - **AMD 467. Consumer Studies in Apparel and Fashion Products.** (3-0) Cr. 3. F. *Prereq: AESHM or MKT 340; Stat 101 or 104 or 226;.* Application of concepts and theories from the social sciences to the study of consumer behavior related to dress, textile, and apparel products, and retail experiences. Experience in conducting market and consumer research.

e. proposed new courses or modifications of existing courses;

Other than the changes in course description or designator proposed for the 15-16 catalog and changes implemented with the development of on-line materials for distance education classes, no other modifications and no new courses are currently being proposed.

f. advising of certificate students;

Certificate students will be advised by department advisers in a manner similar to that used for students selecting a minor in the AESHM Department. Interactions with the advisor will be on an as-needed basis and generally initiated by the student.

g. implications for related areas within the university.

It is likely that students seeking a Merchandising Certificate may also enroll in other AMD, AESHM, and business courses offered by Iowa State University.

11. General description of the resources currently available and future resource needs in terms of:

a. faculty members (in alphabetic order):

Ann Marie Fiore

Professor

Contact Information: amfiore@iastate.edu

Teaching/research interests: Aesthetics of consumer environments; Aesthetics in building brand identity; building brand identity for rural small businesses.

Current grants or teaching/research projects: (1) use of branding, experiential marketing, and entrepreneurial behaviors by rural retail/hospitality businesses (2) importance of retailing and hospitality environments to the creative class, and (3) development of a lovemark (brand love and respect) measure.

Jessica L. Hurst

Associate Professor

Contact Information: hurstj@iastate.edu

Teaching/research interests: (1) Human resource management issues: employee

recruitment/retention, (2) college students' choice of retail-related careers and their perceptions regarding retail careers, job expectations, and job fit/match and (3) career development/management and preparation for careers and the use of technology in the apparel/retailing industry.

Current grants or teaching/research projects: (1) Enhancing Academic Success: Overcoming Math Anxiety with On-line Teaching Modules and Quizzes Dynamics in the global textile & apparel industries, trade, and markets. (2) Helping AESHM Faculty and Students Implement 3D Virtual Presentation Software in the Classroom: A Technology Advancement Strategy. (3) Further investigation of the factors that influence conversion of interns into satisfied full-time employees.

Elena Karpova

Associate Professor

Contact Information: karpova@iastate.edu

Teaching/research interests: (1) global textile & apparel industries, trade, and markets and (2) preparation of global citizens for careers in the apparel industry, with a focus on creative problem solving and cross-cultural virtual collaboration.

Current grants or teaching/research projects: (1) Dynamics in the global textile & apparel industries, trade, and markets. (2) Collaborative Development of Global Fiber, Fabric and Related Products Industry based Problem-Solving Modules for Undergraduate Curricula. (3) Post-secondary education for the textile and apparel industries: An international perspective.

Linda Niehm

Professor

Contact Information: niehmlin@iastate.edu

Teaching/research interests: 1) retail merchandising and retail competitive strategy, 2) experiential retailing and branding, 3) rural retailing and entrepreneurship.

Current grants and teaching/research projects: 1) Outreach projects funded through Main Street Iowa and Iowa communities to provide service learning and consulting experiences for students with rural retail and hospitality businesses; 2) Research associate with the NC 1030 multi-state Family Business Research Group; 3) Lead researcher for major USDA Grant, "Rural Community Resiliency: The Role of the Retail Sector" that contains outreach/teaching modules for retail merchandising students.

Rebecca Tang

Associate Professor

Contact Information: rebeccat@iastate.edu

Teaching/research interests: Hospitality & Apparel Marketing; Advanced Marketing Strategies in Hospitality Industry; Tourism System; Merchandising.

Current teaching/research projects: a) Destination planning in Lucas county; 2) Information processing in marketing persuasion; 3) Ecotourism.

Ann Thye

Academic Advisor

Contact Information: annthye@iastate.edu

Teaching/research interests: professional development/supervised internship experiences, industry relations with field studies to Chicago, New York, Los Angeles, study abroad.

b. computers, laboratories, and other facilities;

No special computers, laboratories, or other facilities will be needed for this Certificate. Students will need access to the internet and Microsoft Office software including Word, Excel, Access and PowerPoint.

c. library facilities (journals, documents, etc.) in the proposed area;

Library facilities currently do a good job of supporting the program's active research and teaching scholarship program for faculty and undergraduate and graduate students. No additional resources are anticipated.

d. supplies, field work, student recruitment, etc.

The AESHM Department's support staff, advisors, and faculty currently support an active internship program and activities that recruit students to the major (current enrollment in AMD is approximately 500 undergraduate majors, including double and multiple majors, with approximately 950 undergraduate majors in the AESHM Department). No additional resources or supplies are anticipated.

12. Describe the needs for new resources and/or reallocated resources. Attach to the program proposal memos from the department chair(s), the college dean(s), and other appropriate persons, agreeing to the allocation of new resources and/or the reallocation of resources.

Courses will be taught as part of regular load by program faculty. All courses are currently being taught. The AESHM Department does not envision the need for any additional resources except possibly one additional graduate assistant to help with grading and recording of grades.

13. Attach to the program proposal, letters of support, recommendations, and statements when appropriate, from programs and departments at ISU which are associated with the proposed program or have an interest in the proposed program.

Letters from Robert Bosselman (Chair, AESHM), Danny Johnson (Associate Dean, College of Business), and Mark Chidister (Associate Dean for Academic Programs, College of Design) are attached with this file as well as older letters of support as the certificate has evolved.

14. If the new program is interdisciplinary, a governance document should be created and submitted to the Associate Provost for Academic Programs. Indicate here that it has been completed.

The Merchandising Certificate is not interdisciplinary.

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

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and Hospitality Management
31 MacKay Hall
Ames, Iowa 50011-1121
515 294-7474
FAX 515 294-6364
e-mail aeshm@iastate.edu

Date: August 26, 2015

To: CHS Curriculum Committee

From: Dr. Robert H. Bosselman, Chair



Subject: Merchandising Certificate Proposal

The proposed undergraduate certificate in merchandising has my full support. Many non-major students seek out our courses in merchandising, and a certificate will meet the needs of these students. Many students not in our current major (AMO) eventually find themselves in retail-oriented careers, and a certificate from our program would enhance their employment opportunities. In addition, this certificate program has a market within the existing merchandising industry. Many individuals already employed seek to enhance their skills as well as become entrepreneurs. This program offers foundation skills for such individuals. The faculty are developing online as well as hybrid courses which will attract a broad market of future students.

Our faculty are well qualified to offer this certificate program, as they are recognized as among the leaders in the field. Recognition from the International Textiles and Apparel Association, the leading academic association in the field, as well as faculty authored textbooks, position our program as unique in the field. This program will be self-sufficient and no additional resources are required. There is no known competition for this certificate program in the Midwest United States.

We are excited about the possibilities of this certificate program.

IOWA STATE UNIVERSITY

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<http://www.design.iastate.edu>

Date: 24 November 2015

To: CHS Curriculum Committee

From: Mark Chidister, Associate Dean for Academic Programs 

Re: Merchandising Undergraduate Certificate

I am writing to confirm the College of Design's support for the proposed undergraduate certificate in Merchandising. The certificate proposal presents promising benefits for professionals and students alike through coursework and peer interaction.

We anticipate that a number of undergraduate students in the College of Design will be interested in pursuing this certificate.

Date: November 9, 2016

To: College of Human Sciences Curriculum Committee

From: Danny J. Johnson 
Associate Dean for Undergraduate Programs

RE: Merchandising Certificate

The faculty in the Department of Marketing in the College of Business and I have reviewed the proposed Merchandising Certificate to be offered through the Department of Apparel, Educational Studies, and Hospitality Management (AESHM). We initially had some concerns about the program due to potential overlap between content and/or titles of several Apparel, Merchandising, and Design (AMD) courses and marketing courses taught in the College of Business. After discussing the issue with the AMD faculty, most of the overlap was found to be related to the titles of AMD 377, AMD 467, and AMD 477 rather than the content per se. The AMD faculty agreed to change the titles of these courses to prevent confusion with marketing courses taught in the College of Business. Providing this change is made, the College of Business fully supports the proposal for the Merchandising Certificate.

Please let me know if you need any additional information.

Merchandising Certificate

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

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June 16, 2010

Dr. Elena Karpova
31 MacKay Hall
Iowa State University
Ames, Iowa 50011

Subject: Letter of Support for Certificate in Merchandising

Dear Professor Karpova,

I am writing in support of the Textiles and Clothing Program's Certificate in Merchandising proposal for undergraduate students. The certificate program appears to be well-planned and would undoubtedly appeal to business students interested in merchandising or retail careers.

The College of Business supports this proposal and looks forward to seeing it come to fruition.

Sincerely,



Kay M. Palan
Associate Dean

Voting Record for AMD Merchandising Certificate

(10/6/14) AMD Faculty 15-0-0 (100%-0%-0%)

(10/20/14) AESHM Curriculum Committee 6-0-0
(100%-0%-0%)

(12/1/14) AESHM Faculty 24-0-0 (100%-0%-0%)

(3/9/15) CHS Faculty 60-1-15 (76) 79%-1%-20%

Request for updated letters of support

Negotiation with COB over course titles for two
classes