**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title:** Minor Cleanup – Retailing Certificate  
Initiating Unit or Individual: Marketing Department  
Contact Person's Name: Kay Anderson  
e-mail: andersok@ferris.edu  
phone: x2426  
Date or Term of Proposal Implementation: Summer 2010

- [ ] Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor  
- [ ] Group I - B – New minors or concentrations  
- [x] Group II - A – Minor curriculum clean-up and course changes  
- [ ] Group II - B – New Course  
- [ ] Group III - Certificates  
- [ ] Group IV – Off-Campus Programs

<table>
<thead>
<tr>
<th>Group/Individual</th>
<th>Signature</th>
<th>Date</th>
<th>Vote/Action *</th>
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</thead>
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<tr>
<td>Program Faculty</td>
<td>[Signature]</td>
<td>10/20/2009</td>
<td>X Support</td>
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<td>Department Faculty</td>
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<td>X Support</td>
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<td>College Curriculum Committee</td>
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<td>Dean</td>
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<td>University Curriculum Committee</td>
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<td>Academic Affairs</td>
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* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

<table>
<thead>
<tr>
<th>President (Date Approved)</th>
<th>Board of Trustees (Date Approved)</th>
<th>President's Council (Date Approved)</th>
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VPAA  
FEB 8 2010  
PROVOST
1. Proposal Summary
(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Due to the deletion of ADVG 485, Retail Promotion, the faculty propose to adjust the Retailing Certificate as follows: Remove ADVG 485 (deleted course) and replace with MGMT 310, Small Business Management.

Objective 1)
Apply Marketing concepts of target market, marketing mix to Retailing environment. Introduce in MKTG 321, reinforce in RETG337, assess in RETG339 via the 6-month merchandise plan.

Objective 2)
Develop a retail sales forecast, including merchandise needs and objectives for markup and markdowns. Introduce in RETG 337, reinforce in RETG 339 and assess in RETG 339 via the 6-month merchandise plan.

Objective 3)
Make and analyze strategic retail management decisions
Introduce in RETG 337, reinforce in RETG 339 and assess in RETG 438 via the Retail Research Project.

In support of objective #3 above, the department strongly recommends that in the absence of ADVG 485 (Retail Promotions), Retailing students be directed to take MGMT 310 Small Business Management. Many of our Retailing students come in with an interest in running their own retail business in the future, but the top management perspective reinforced in that class is an important element of taking a strategic viewpoint and assessing functional activities from that perspective.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:
Prefix Number Title

b. Courses to be Deleted From FSU Catalog:
Prefix Number Title

c. Existing Course(s) to be Modified:
Prefix Number Title

d. Addition of existing FSU courses to program
Prefix Number Title
MGMT 310 Small Business Management

e. Removal of existing FSU courses from program
Prefix Number Title
ADVG 485 Retail Promotion

*Contact Senate Secretary or UCC Chair if spacees for additional courses are needed.
CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.

2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

   Failure to respond is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

RE: Proposal Title Retailing Certificate Cleanup

Initiator(s): Marketing Department

Proposal Contact: Key Anderson/Laura Dix Date Sent: 11/13/2009

Department: Marketing Department Campus Address: BUS 212

(Please print)

Responding Department: Management Department

Chair/Head/Coordinator: David Steenstra Date Returned: 11-17-09

Based upon department faculty review on 11-14-09, we

☑ Support the above proposal.
☐ Support the above proposal with the modifications and concerns listed below.
☐ Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.
PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)
Ferris State University – College of Business
MARKETING DEPARTMENT

RETAILING CERTIFICATE – 12 Credits

NAME: ___________________________   ID#: ___________________________   MAJOR: ___________________________

<table>
<thead>
<tr>
<th>REQUIRED</th>
<th>COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )</th>
<th>S.H.</th>
<th>GRADE</th>
<th>GR. PTS.</th>
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<tr>
<td>ADVG 485</td>
<td>Retail Promotion (RETG 339)</td>
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<td>RETG 337</td>
<td>Principles of Retailing (MKTG 321)</td>
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<td>RETG 339</td>
<td>Retail Merchandising (RETG 337)</td>
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<td>RETG 438</td>
<td>Retail Management (RETG 339)</td>
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NOTE: No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 6 of the certificate credits are specifically required in the student's major.

PROCEDURE:

1. To pursue this certificate, the student, in consultation with the certificate advisor, Linda Plank, completes the checksheet and signature section of this form.

2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean’s office of the College of Business.

3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean’s office, BUS 200.

4. Once the student satisfies requirements for the certificate, the dean’s office will notify the Registrar’s Office to enter the completion note on the student’s academic record.

For more information, please contact the Certificate Advisor, Professor Linda Plank at (231) 591-2460, BUS 340, or the Marketing Department at (231) 591-2426, BUS 212

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

NOTE: A 2.00 cumulative GPA is required for completion of the Retailing certificate.

Student: ___________________________   Date: ___________________________
Certificate Advisor: ___________________________   Date: ___________________________
Marketing Dept. Head: ___________________________   Date: ___________________________

Effective: Fall 2004
PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)

Ferris State University – College of Business
MARKETING DEPARTMENT

RETAILING CERTIFICATE – 12 Credits

NAME: ___________________ ID#: ___________________ MAJOR: ________________

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<th>REQUIRED</th>
<th>COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )</th>
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**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 6 of the certificate credits are specifically required in the student’s major.

**PROCEDURE:**

5. To pursue this certificate, the student, in consultation with the certificate advisor, Laura Dix, completes the checksheet and signature section of this form.

6. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean’s office of the College of Business.

7. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean’s office, BUS 200.

8. Once the student satisfies requirements for the certificate, the dean’s office will notify the Registrar’s Office to enter the completion note on the student’s academic record.

For more information, please contact the Certificate Advisor, Professor Laura Dix at (231) 591-2795, BUS 354, or the Marketing Department at (231) 591-2426, BUS 212

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Student: ___________________ Date: ________________
Certificate Advisor: ___________________ Date: ________________
Marketing Dept. Head: ___________________ Date: ________________

Effective: Summer 2010
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<tr>
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