



# U N I V E R S I T Y of H O U S T O N

COLLEGE OF TECHNOLOGY  
OFFICE OF THE DEAN

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*CB approved 12/2/2010*  
*[Signature]*  
APPROVED JUN 02 2010  
*[Signature]*

RECEIVED MAY 19 2010  
*[Signature]*

TO: University of Houston Undergraduate Council  
FROM: Dean Fitzgibbon, College of Technology *6/16/10*  
DATE: May 17, 2010  
RE: Change of Name of Undergraduate Major in Department of Human Development & Consumer Sciences from B. S. In Consumer Science & Merchandising to B. S. in Retailing & Consumer Science

The College of Technology has approved the request from the Department of Human Development and Consumer Sciences to change the name of the Consumer Science & Merchandising degree program to Retailing & Consumer Science.

This change has been approved by the College of Technology Undergraduate Academic Committee. It has also been reviewed with the Advisory Board for Consumer Science & Merchandising comprised of all the major retailers in Houston and chaired by the Vice President of the Texas Retailers Association, Joe Williams. It has also been reviewed by the University of Houston Bauer College of Business, Department Chair of Marketing and Entrepreneurship, Ed Blair (see attached memo).

The Department believes the name change is reflective of the degree program and the graduates from that program in terms of the discipline and placements from that program.

The Department also requests that a comment be placed in the Undergraduate Catalog indicating that the program was "(formerly known as Consumer Science & Merchandising)" to avoid confusion in the future.


05-19-10 P03:08 IN

U N I V E R S I T Y o f H O U S T O N

College of Technology  
Human Development and Consumer Sciences  
Houston, TX 77204-6020

Fax: 713/743-4033  
713/743-4125

TO: Dean Fitzgibbon, College of Technology

FROM: College of Technology Undergraduate Academic Committee 

DATE: May 17, 2010

RE: Change of Name of Undergraduate Major in Department of Human Development & Consumer Sciences from B.S. in Consumer Science & Merchandising to B. S. in Retailing & Consumer Science

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The Department believes the name change is reflective of the degree program and the graduates from that program in terms of placements as well as the discipline.



U N I V E R S I T Y of H O U S T O N

C. T. BAUER COLLEGE OF BUSINESS  
DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

TO: Shirley Ezell  
Department of Human Development & Consumer Science

FROM: Ed Blair, Chair *Ed Blair*  
Department of Marketing & Entrepreneurship

RE: Proposed name change

DATE: May 12, 2010

The Department of Marketing & Entrepreneurship has no objection to your proposal to change the name of your undergraduate major from "Consumer Science and Merchandising" to "Retailing and Consumer Science." We wish you the very best.

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