

# UC 10828 10S

APPROVED JUN 02 2010

TO: Lawrence Williams, Chair  
Undergraduate Council

FROM: Richard Scamell  
Degree Programs Committee: Programs

SUBJECT: UC 10826 10S: Change of Name of Undergraduate Major in the Department of Human Development & Consumer Sciences from B.S. in Consumer Science & Merchandising to B.S. in Retailing and Consumer Science

DATE: June 2, 2010

The Committee met on Wednesday, May 26 to consider a proposal to change of name of the undergraduate major in the Department of Human Development & Consumer Sciences from B.S. in Consumer Science & Merchandising to B.S. in Retailing & Consumer Science. Participating in the discussion were committee members Betty Barr, Roger Blakeney, and Richard Scamell. Shirley Ezell attended the meeting as a guest.

The Department believes that the name change being requested is reflective of (a) the degree program and the graduates of the program in terms of the types of jobs they obtain upon graduation and (b) the content of the curriculum offered which includes ten courses with a retail management focus, four courses with a merchandising focus, and fifteen that focus on aspects of entrepreneurship that relate to consumer science. The name change has been approved by both the College of Technology Undergraduate Academic Committee and Department of Marketing and Entrepreneurship in the Bauer College of Business. The name change was also reviewed with the Advisory Board for Consumer Science & Merchandising comprised of all the major retailers in Houston. Finally, it should be noted that similar programs offered at Purdue University and Texas Tech use the word "Retailing" as part of their program name.

The proposal includes a request from the Department that a comment be placed in the Undergraduate Catalog indicating that the program was "(formerly known as Consumer Science & Merchandising)" to avoid any possible confusion in the future. In addition, while the name of the undergraduate major is being changed, HDCS will continue to be used to all courses in the Retailing & Consumer Science Degree Program.

## **Recommendation**

The Committee recommends approval of UC 10826 10S.

