# Proposal Form For Addition And Revision Of Courses

1. **Proposing College / School:** Human Sciences  
   **Department:** Consumer Affairs

2. **Course Prefix and Number:** CAHS 3850  
3. **Effective Term:** Fall 2010

4. **Course Title:** Merchandise Planning and Control
   **Abbreviated Title (30 characters or less):**

5. **Requested Action:**
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course
   **Current Course Number:**
   **Proposed Course Number:**
   **Type of Revision:** prereq.

6. **Course Credit:**
   - **Contact/Group Hours:**
   - **Scheduled Type:** LEC. 2, LAB 2
   - **Weekly or Per Term?** weekly
   - **Credit Hours:** 3
   - **Anticipated Enrollment:** 40

   **Maximum Hours (Repeatability):**

   **Total Credit Hours:** 3

7. **Grading Type:**
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. **Prerequisites/Corequisites:**
   Use "P." to indicate a prerequisite, "C." to indicate a corequisite, and "P/C." to indicate a prerequisite with concurrency.
   - P, CAHS 1600; P, COMP 1000; P, 2.2 upgapped GPA; P or C, ACCT 2110 or 2810

9. **Restrictions:** List specific restriction in space above.
   - [ ] College
   - [x] Major
   - [ ] Standing
   - [ ] Degree

10. **Course Description:**
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Application of principles of merchandise management and retail buying to the retailing of consumer goods and services.

11. **May Count Either**
    - [ ] Program Type
      -(e.g.: minor, major, etc.)
    - [ ] Program Title
      -(e.g.: MS in Chemistry, Performance Option, Minor in Art)
    - [ ] Requirement or Elective?
      -(required or optional?)

12. **Affected Program(s):**
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    - [ ] Major
    - [ ] BS, AMDP
    - [ ] required

13. **Overlapping or Duplication of Other Units' Offerings:**
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable
    - [ ] Not Applicable
14. Justification:

We request (1) adding a prerequisite of COMP 1000 due to the heavy reliance on MS Excel in the course and (2) revising ACCT 2110 or 2910 (currently a prerequisite) to a Pre- or Co-requisite because we have determined that to be equally effective and more amenable to student flexibility in scheduling and their making regular progress through the major.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

The prerequisite changes have no impact on resources.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:

1. To demonstrate knowledge of the buying and merchandising functions, and their role in a retail organization.
2. To understand definitions and concepts of terminology related to merchandising math.
3. To understand the fundamentals of planning, selection, negotiating, buying, control, pricing, promotion, and selling processes of apparel and other consumer goods retail merchandising.
4. To be able to apply basic mathematical concepts to solve typical merchandising problems and make decisions.
5. To be able to use data to analyze and evaluate the performance of merchandising strategies.
6. To be able to synthesize and integrate data and knowledge of merchandising fundamentals to create logical merchandising plans.
7. To be able to evaluate the impact of merchandising strategies on retail customers and the retail organization as a whole.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

1st week: Intro to course; merchandising concepts; merchandising for a profit
2nd week: Profit & loss statement & elements; merchandising process & systems (Assignment 1 due - 8/31)
3rd week: Merchandising & technology; basic markup (Assignment 2 due - 9/7)
4th week: Initial markup; cumulative markup; maintained markup (Quiz 1 - 9/9)
5th week: Averaging markups; pricing (Exam 1 - 9/16)
6th week: Repricing & markdowns (Assignment 3 due - 9/28)
7th week: Inventory valuation (Quiz 2 - 9/30)
8th week: Stock planning efficiency (Exam 2 - 10/7)
9th week: Stock planning methods (Assignment 4 due - 10/19)
10th week: Planning & controlling merchandise budgets
11th week: 6-month plan
12th week: Open-to-buy control; merchandise assortment plans (Quiz 3 - 11/4, Assignment 5 due - 11/4)
13th week: Model stock plans (Exam 3 - 11/11)
14th week: Invoicing: terms of sales
15th week: Negotiation (Quiz 4 - 11/30)
Final Exam

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

12 Lab assignments (Weekly topics and points allocated vary depending on
<table>
<thead>
<tr>
<th>Assignment Description</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Homework assignment 1 (Spreadsheet Tutorial)</td>
<td>10 pts. (1%)</td>
</tr>
<tr>
<td>Homework assignment 2 (Case Study 1 - Merchandising for a Profit)</td>
<td>30 pts. (3%)</td>
</tr>
<tr>
<td>Homework assignment 3 (Spreadsheet Analysis - Balancing Markups)</td>
<td>30 pts. (3%)</td>
</tr>
<tr>
<td>Homework assignment 4 (Case Study 2: Pricing)</td>
<td>30 pts. (3%)</td>
</tr>
<tr>
<td>Homework assignment 5 (Spreadsheet Analysis - Dollar Planning &amp; Control)</td>
<td>30 pts. (3%)</td>
</tr>
<tr>
<td>4 Quizzes</td>
<td>120 pts. (12%)</td>
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<tr>
<td>3 midterms + 1 final exam</td>
<td>400 pts. (40%)</td>
</tr>
<tr>
<td>Participation (including in-class activities, pop quizzes, volunteering problem solving in front of the class, etc.)</td>
<td>50 pts. (5%)</td>
</tr>
</tbody>
</table>

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course’s learning objectives)

**19. Rubric and Grading Scale:**

- **A** = 90% or above = 900 pts or above.
- **B** = 80-89.999% = 800-899.99 pts.
- **C** = 70-79.999% = 700-799.99 pts.
- **D** = 60-69.999% = 600-699.99 pts.
- **F** = below 60% = below 600 pts.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

**20. Justification for Graduate Credit:**

- NA

(Included a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

**POLICY STATEMENTS**

**Attendance:** Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

**Excused Absences:** Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

**Make-Up Policy:** Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

**Academic Honesty Policy:** All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

**Disability Accommodations:** Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (VTT).