

Status: PENDING

**PROGRAM REQUEST**  
GIS in Quantitative Methods in Consumer Behavior

Last Updated: Myers, Dena Elizabeth  
06/08/2011

<b>Fiscal Unit/Academic Org</b>	Graduate School Admin - D3000
<b>Administering College/Academic Group</b>	Arts And Sciences
<b>Co-administering College/Academic Group</b>	Business
<b>Semester Conversion Designation</b>	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
<b>Current Program/Plan Name</b>	Graduate Interdisciplinary Specialization in Quantative Methods in Consumer Behavior
<b>Proposed Program/Plan Name</b>	GIS in Quantitative Methods in Consumer Behavior
<b>Program/Plan Code Abbreviation</b>	QUMECB-IS
<b>Current Degree Title</b>	

**Credit Hour Explanation**

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		21	14.0	16	2.0
Required credit hours offered by the unit	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0
Required credit hours offered outside of the unit	Minimum	21	14.0	16	2.0
	Maximum	23	15.3	16	0.7
Required prerequisite credit hours not included above	Minimum				
	Maximum				

**Program Learning Goals**

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

**Program Learning Goals**                      •

**Assessment**

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

**Is this a degree program (undergraduate, graduate, or professional) or major proposal?** No

**Program Specializations/Sub-Plans**

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

**Pre-Major**

**Does this Program have a Pre-Major?** No

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Behavior

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**Attachments**

- GIS\_Attachments.pdf: Proposal from GIS Faculty

*(Program Proposal. Owner: Craigmile,Peter F)*

**Comments**

**Workflow Information**

Status	User(s)	Date/Time	Step
Submitted	Craigmile,Peter F	05/16/2011 11:55 AM	Submitted for Approval
Approved	Stasny,Elizabeth Ann	06/07/2011 01:57 PM	Ad-Hoc Approval
Approved	Myers,Dena Elizabeth	06/07/2011 03:39 PM	Unit Approval
Approved	Myers,Dena Elizabeth	06/08/2011 09:37 AM	College Approval
Approved	Myers,Dena Elizabeth	06/08/2011 09:37 AM	GradSchool Approval
Pending Approval	Soave,Melissa A Cameron,Erin Marie	06/08/2011 09:37 AM	CAA Approval



Department of Statistics

Cockins Hall  
1958 Neil Avenue  
Columbus, OH 43210-1247

Phone (614) 292-2866  
Fax (614) 292-2096

<http://www.stat.osu.edu/>

5 May 2011

To: Office of Academic Affairs

Re: Proposed Graduate Interdisciplinary Specialization in Quantitative Methods in Consumer Behavior

Please find attached our proposal for the **Graduate Interdisciplinary Specialization (GIS) in Quantitative Methods in Consumer Behavior (QMCB)** under semesters. A committee of faculty members from the Departments of Statistics, Marketing & Logistics, and Psychology prepared this proposal. This committee included Angela Dean, Steven MacEachern, and Mario Peruggia, Statistics; Greg Allenby, Marketing & Logistics; and Trisha Van Zandt, Psychology. These faculty members had all been involved in the preparation of the original proposal for the QMCB GIS.

Sincerely,

A handwritten signature in cursive script that reads "Douglas A. Wolfe".

Douglas A. Wolfe  
Chair, Department of Statistics

Walter Zinn  
Chair, Department of Marketing and Logistics

Thomas Nygren  
Interim Chair, Department of Psychology



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Douglas A. Wolfe  
Chair, Department of Statistics

Walter Zinn  
Chair, Department of Marketing and Logistics

A handwritten signature in blue ink, appearing to read "Thomas Nygren".

Thomas Nygren  
Interim Chair, Department of Psychology



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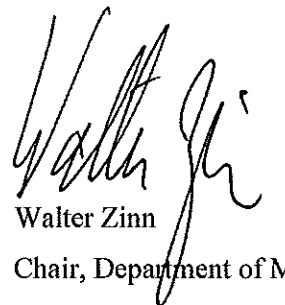
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Douglas A. Wolfe  
Chair, Department of Statistics



Walter Zinn  
Chair, Department of Marketing and Logistics

Thomas Nygren  
Interim Chair, Department of Psychology

## **Proposed Graduate Interdisciplinary Specialization in Quantitative Methods in Consumer Behavior (QMCB)**

### **Rationale for Changes**

The changes to the QMCB GIS curriculum primarily reflect updates to the graduate curricula of the Departments of Statistics, Marketing & Logistics, and Psychology that will be enacted with the transition to semesters. The updated program is listed in the attached *List of Semester Courses*.

The total credit hour requirement has changed from 21-23 quarter credit hours to 16 semester credit hours not including the core in the home department.

**Proposed Graduate Interdisciplinary Specialization in Quantitative Methods in Consumer Behavior (QMCB) List of Semester courses**

The QMCB GIS requires 16 semester hours of coursework (not counting core in home department) satisfying the Core and Elective course requirements as outlined in the attached Student Information Form. At least 10 hours must be taken outside the student's home department. The attached Student Information Form lists all further requirements, including grading policies, and special provisions for students from outside Statistics, Marketing & Logistics, and Psychology.

**Core Required Courses**

		Under Semesters		Under Quarters		
Code	Credits	Title	Code	Credits	Notes	
Stat 6301	3	Probability for Statistical Inference	Stat 610	5	Straight conversion	
Stat 6302	3	Theory of Statistical Analysis	Stat 623	5	Straight conversion	
or						
Stat 6801*	4	Statistical Theory I	Stat 620 + half of Stat 621	4 + half of 4	Straight conversion of a sequence	
Stat 6802*	4	Statistical Theory II	half of Stat 621 + Stat 622	half of 4 + 4	Straight conversion of a sequence	
* Only 6 hours of Stat 6801 and 6802 may count towards the core requirements.						
BusML 8252	3	Marketing Models	BusML 951	5	Straight conversion	
BusML 8250	3	Consumer Behavior	BusML 952	5	Straight conversion	
Psy 3508	3	Psychology of Judgment and Decision-Making	Psych 508	5	Straight conversion	
or						
Psy 7708	3	Psychology of Judgment and Decision-Making	Psych 708	5	Straight conversion	
Psy 5608	3	Introduction to Mathematical Psychology	Psych 608	4	Modernized, with material added	
or						
Psy 5609	3	Introduction to Mathematical Models in Experimental Psychology	Psych 609	4	Modernized, with material added	

**Elective Courses (selection to be approved by GIS Chair)**

<b>Under Semesters</b>		<b>Under Quarters</b>			
<b>Code</b>	<b>Credits</b>	<b>Title</b>	<b>Code</b>	<b>Credits</b>	<b>Notes</b>
Stat 6410	4	Design and Analysis of Experiments	Stat 641	5	Modernized, with material added
Stat 6910	4	Applied Statistics I	Stat 641	5	Modernized, with material added
Stat 6510	3	Survey Sampling Methods	Stat 651	4	Material was added
Stat 6560	3	Applied Multivariate Analysis	Stat 656	5	Straight conversion
Stat 7410	3	Analysis of Variance	Stat 742	3	Modernized, and material added
Stat 7430	3	Design and Analysis of Experiments	Stat 746	3	Modernized, and material added
Stat 7303	3	Bayesian Analysis and Decision Theory	Stat 820	3	Modernized, with material added
Stat 8570	3	Advanced Bayesian Analysis: Modeling	Stat 825	3	Modernized, with material added
Stat 8575	3	Advanced Bayesian Analysis: Computation	Stat 825	3	Modernized, with material added
BusML 8253	xx	Recent Advancements in Marketing Research	BusML 954	5	TBD
BusML 8251	xx	Seminar in Contemporary Marketing Problems	BusML 955	4	TBD
Psy 5608	3	Introduction to Mathematical Psychology	Psych 608	4	Modernized, with material added
Psy 5609	3	Introduction to Mathematical Models in Experimental Psychology	Psych 609	4	Modernized, with material added
Psy 5618	3	Introduction to Computational Cognitive Neuroscience	Psych 617	4	Combined with Psy 618
Psy 7820	3	Fundamentals of Factor Analysis	Psych 820	4	Straight conversion
Psy 7821	3	Covariance Structure Models	Psych 830	4	Straight conversion
Psy 8896	Var 1-3	Advanced Seminar in Quantitative Psychology	Psych 831	5	Straight conversion

**Subject to approval of the GIS Graduate Studies Chair alternative electives may be substituted**

**A sample of courses from other departments which can be considered as electives (The conversion details of the following courses will be added)**



FM RES M 881x	x	Quantitative Methods in Family Resource Management	FM RES M 881	x	TBD
ECON 819x	x	Economic Behavior under Uncertainty	ECON 819	x	TBD
SOCIOL 712x	x	Social Networks	SOCIOL 712	x	TBD
SOCIOL 851x	x	Hierarchical Linear Models	SOCIOL 851	x	TBD



**Graduate Interdisciplinary Specialization  
Procedures**

Graduate School  
247 University Hall  
230 North Oval Mall  
Columbus, OH 43210  
Phone: 614-292-6031  
Fax: 614-292-3656  
Email: [Jordan.194@osu.edu](mailto:Jordan.194@osu.edu)

**GRADUATE INTERDISCIPLINARY SPECIALIZATION PROGRAM FORM**

Student Name: \_\_\_\_\_

OSU Email Address: \_\_\_\_\_

Name of Graduate Interdisciplinary Specialization: \_\_\_\_\_

**Graduate Interdisciplinary Specialization Program of Study**

<u>Department</u>	<u>Course #</u>	<u>Course Title</u>	<u>Credit Hrs.</u>

\_\_\_\_\_  
Student Signature Date

\_\_\_\_\_  
Advisor Signature Date

\_\_\_\_\_  
Graduate Studies Chair in Graduate Interdisciplinary Program Date

**Graduate Interdisciplinary Specialization (GIS) in  
“Quantitative Methods in Consumer Behavior”**

For admission to the program please complete both pages of the Student Information Form as soon as possible and return it to the GIS Graduate Studies Chair:  
Mario Peruggia peruggia@stat.osu.edu

**STUDENT INFORMATION FORM**

**Name:** \_\_\_\_\_.

**Department:** \_\_\_\_\_.

**Campus Address:** \_\_\_\_\_.

\_\_\_\_\_.

\_\_\_\_\_.

\_\_\_\_\_.

**Campus Phone:** \_\_\_\_\_.

**Email Address:** \_\_\_\_\_.

**Degree Program(s) (eg. Ph.D. in Statistics):**\_\_\_\_\_.

**Anticipated Graduation Date:**\_\_\_\_\_.

**Advisor name + telephone number:** \_\_\_\_\_.

On the next page, please list the courses you have taken or are planning to take for the GIS in Quantitative Methods in Consumer Behavior. Students must obtain at a least a grade of B in all GIS courses.

Plan of study for GIS in Quantitative Methods in Consumer Behavior under Semesters

Please fill out the table below. For the core courses, list which are from within your home department and which are from outside. The core courses are:

Stat 6301, 6302 (6 hours), OR alternatively 6 hours may be counted from Stat 6801, 6802 (8 hours);  
 Psy 3508 OR Psy 7708 (3 hours); Psy 5608 OR Psy 5609 (3 hours);  
 Bus M&L 8252 (3 hours); Bus M&L 8250 (3 hours).

At least 10 hours must be taken outside the student's home department. Students from *outside* Statistics, Marketing and Psychology Departments *either* need to take all six core courses *or* obtain permission from the GIS Graduate Studies Chair to substitute up to two alternative *equivalent* courses, which may possibly come from the student's degree program. If all six courses are taken, then the elective requirement is waived. If two courses are substituted, at least one core course must be taken from each of the three sponsoring departments.

Students from Statistics, Marketing or Psychology Departments are required to take one elective. All electives must be letter graded (B or better) and not a required course for a degree.

All students are required to take at least one hour of the QMCB interdisciplinary seminar and may sign up for 1 hour of advanced reading course with any of the faculty members attending the seminar. An additional seminar hour may be applied towards the elective.

Course Number	Credit Hours	Course Title	Department (circle one)	Semester Taken or Planned	Grade ( $\geq B$ )
Stat 6301 <b>OR</b> Stat 6801	3 <b>OR</b> 3 (of 4)	Probability for Stat. Inference <b>OR</b> Statistical Theory I	home/outside		
Stat 6302 <b>OR</b> Stat 6801	3 <b>OR</b> 3 (of 4)	Theory of Stat. Analysis <b>OR</b> Statistical Theory II	home/outside		
BusML 8252	3	Marketing Models (7 week course)	home/outside		
BusML 8250	3	Consumer Behavior (7 week course)	home/outside		
Psych 3508 <b>OR</b> Psych 7708	3	Psych.of Judgement & Decision  Psych.of Judgement & Decision	home/outside		
Psych 5608 <b>OR</b> Psych 5609	3	Intro. to Math. Psych.  Intro. Math. Models in Exp. Psych.	home/outside		
Elective(s)	2-3				
QMCB seminar	1-2				
<b>Total</b>	<b>16</b>	<b>at least 16 hours, not counting core courses from home department</b>			

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sample Elective Courses (selection to be approved by GIS Graduate Studies Chair)

Course	Credit	Course Title
Stat 6410	4	Design and Analysis of Experiments
Stat 6910	4	Applied Statistics I
Stat 6510	3	Survey Sampling Methods
Stat 6560	3	Applied Multivariate Analysis
Stat 7410	3	Analysis of Variance
Stat 7430	3	Design and Analysis of Experiments
Stat 7303	3	Bayesian Analysis and Decision Theory
Stat 8570	3	Advanced Bayesian Analysis: Modeling
Stat 8575	3	Advanced Bayesian Analysis: Computation
BusML 8253	x	Recent Advancements in Marketing Research (7 week course)
BusML 8251	x	Seminar in Contemporary Marketing Problems (7 week course)
Psych 5608	3	Intro. to Mathematical Psychology
Psych 5609	3	Intro. to Mathematical Models in Experimental Psych.
Psych 5618	3	Intro. to Computational Cognitive Neuroscience
Psych 7820	3	Fundamentals of Factor Analysis
Psych 7821	3	Covariance Structure Models
Psych 8896	1-3	Advanced Seminar in Quantitative Psychology
ConSci 8280	3	Advanced Quantitative Methods in Consumer Sciences

The conversion details of the following courses will be added

ECON 819x	x	Economic Behavior under Uncertainty
SOCIOL 712x	x	Social Networks
SOCIOL 851x	x	Hierarchical Linear Models

## **Proposed Graduate Interdisciplinary Specialization in Quantitative Methods in Consumer Behavior (QMCB)**

### **Transition Policy**

**Students who initiated course requirements for the Graduate Interdisciplinary Specialization (GIS) in Quantitative Methods in Consumer Behavior (QMCB) before semester conversion will be able to complete the requirements without penalty.**

**In consultation with a student's academic advisor and other QMCB GIS faculty, the QMCB GIS Graduate Studies Chair will advise students completing the GIS during the transition from quarters to semesters.**

All quarter versions of the core courses currently included in the QMCB GIS curriculum can be counted towards the semester core requirements of the QMCB GIS. Also, any elective under quarters will satisfy the elective requirement under semesters with a 2/3 conversion.