

Status: PENDING

PROGRAM REQUEST
Consumer Sciences

Last Updated: Myers, Dena Elizabeth
01/24/2011

Fiscal Unit/Academic Org	Dept Of Consumer Sciences - D1255
Administering College/Academic Group	Education & Human Ecology
Co-administering College/Academic Group	
Semester Conversion Designation	New Program/Plan
Proposed Program/Plan Name	Consumer Sciences
Type of Program/Plan	Graduate degree program
Program/Plan Code Abbreviation	CON SCI
Proposed Degree Title	Doctor of Philosophy in Consumer Sciences

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				52	
Required credit hours offered by the unit	Minimum			28	
	Maximum			33	
Required credit hours offered outside of the unit	Minimum			19	
	Maximum			26	
Required prerequisite credit hours not included above	Minimum			0	
	Maximum			0	

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**
- Doctoral degree candidates will demonstrate mastery of disciplinary knowledge and research methodology.
 - Doctoral degree candidates will demonstrate proficiency in conducting and disseminating impactful research.
 - Doctoral degree candidates will demonstrate commitment to the highest ethical standards for research and scholarly conduct as contributing members of their profession.

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? Yes

Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs? No

DIRECT MEASURES (means of assessment that measure performance directly, are authentic and minimize mitigating or intervening factors)

Classroom assignments

- Embedded testing (i.e. specific questions in homework or exams that allow faculty to assess students' attainments of a specific learning goal)
- Other classroom assessment methods (e.g., writing assignments, oral presentations, oral exams)

Direct assessment methods specifically applicable to graduate programs

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- Candidacy exams
- Thesis/dissertation oral defense and/or other oral presentation
- Thesis/dissertation (written document)
- Publications

INDIRECT MEASURES (means of assessment that are related to direct measures but are steps removed from those measures)

Surveys and Interviews

- Student survey
- Alumni survey
- Student evaluation of instruction

Additional types of indirect evidence

- Job or post-baccalaureate education placement
- Student or alumni honors/recognition achieved
- Comparison or benchmarking

USE OF DATA (how the program uses or will use the evaluation data to make evidence-based improvements to the program periodically)

- Meet with students directly to discuss their performance
- Analyze and discuss trends with the unit's faculty
- Make improvements in curricular requirements (e.g., add, subtract courses)
- Make improvements in course content
- Make improvements in course delivery and learning activities within courses
- Periodically confirm that current curriculum and courses are facilitating student attainment of program goals
- Benchmark against best programs in the field

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

Attachments

- COB.pdf: Concurrence
(Support/Concurrence Letters. Owner: Montalto, Catherine P)
- October 2010 PhD in Consumer Sciences attachments Chair letter, rationale, courses, transition plan.pdf: October PhD attachments
(Program Rationale Statement. Owner: Montalto, Catherine P)
- EHE Dean's Approval - Semester Conv - Consumer Sciences - 010911.docx: College Approval Letter
(Letter from the College to OAA. Owner: Zircher, Andrew Paul)

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Comments

- The proposed MS program in CS is an integrated program and does not have tracks.

Distribution of credit hours is now included in the rationale.

Rationale includes a comparison of MS and PhD programs. *(by Fox,Jonathan Jay on 10/24/2010 04:57 PM)*

- Does this program have specializations? The cover letter indicates "tracks", but the template does not outline the specializations

Given that this degree program is mainly just a name change, the number of current credit hours should be indicated in rationale

How do the proposed MS and PhD programs connect, overlap? *(by Zircher,Andrew Paul on 10/12/2010 09:21 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Montalto,Catherine P	09/22/2010 07:04 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	09/22/2010 07:43 PM	Unit Approval
Revision Requested	Zircher,Andrew Paul	10/12/2010 09:21 PM	College Approval
Submitted	Montalto,Catherine P	10/24/2010 04:50 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	10/24/2010 04:57 PM	Unit Approval
Approved	Zircher,Andrew Paul	01/22/2011 11:33 AM	College Approval
Approved	Myers,Dena Elizabeth	01/24/2011 10:19 AM	GradSchool Approval
Pending Approval	Soave,Melissa A	01/24/2011 10:19 AM	CAA Approval



Office of Academic Affairs
172 Arps Hall, 1945 N. High Street
614 688-4571

Date: January 9, 2011

To: Randy Smith, Vice Provost for Academic Programs
Elliot Slotnick, Associate Dean, Graduate School

From: Jackie Blount, Associate Dean, EHE Academic Affairs

RE: Semester Conversion Package for Department of Consumer Sciences

I am pleased to present the complete package of semester conversion materials for the Department of Consumer Sciences. In what follows, I will outline unique college and department contexts that have shaped this package. I will include tables summarizing constituent programs/courses and describe any other pertinent considerations. Finally, you will find Dean's level approval.

College Contexts

The College of Education and Human Ecology was formed in 2006 by merging two colleges (Human Ecology and Education). Curriculum across the new college, however, has remained relatively unchanged. Given this situation, we view the semester conversion process as a fresh opportunity to deepen the merger by building curricular collaborations among our units. We also wish to rethink our pre-existing programs and find ways to make them stronger, more coherent, and streamlined.

To these ends, we have asked faculty in our units to purge their curricula of little-used or less-than-relevant courses. We have challenged faculty to reach across unit lines to forge curricular collaborations by creating new degrees, interdisciplinary specializations, or co-taught courses. We are re-instituting a number of undergraduate teacher preparation programs (B.S.Ed.), each of which draws from courses in units around our college as well as across the university. We have encouraged five of our six units to address findings of the 2008 OSU Doctoral Program Assessment and Plan by strengthening their Ph.D. programs and making them more coherent. They have responded by: 1) defining their Ph.D. programs in alignment with their units -- rather than with their pre-merger college (i.e., Ph.D. in Consumer Science rather than Ph.D. in Human Ecology); and 2) creating true cores for their Ph.D. programs if they did not previously exist. Additionally, an Ed.D. degree in Educational Leadership is being proposed to address the need of school administrators to pursue advanced degrees geared for practitioners. With approval of the Ed.D. and also with recent B.O.R. approval of our other practitioner-oriented programs, an Ed.S. (Education Specialist) program in School Psychology and another in Teaching and Learning, fewer graduate students in the college will pursue Ph.D.s by default than in the past.

We believe that, taken together, these changes will greatly strengthen our programs and clarify our new college identity.

Departmental Notes

Consumer Sciences (CS) is one of five units in the college to change its Ph.D. program to align with departmental boundaries rather than those of its previous college. CS faculty have proposed that the degree name change from “Ph.D. in Human Ecology” to “Ph.D. in Consumer Sciences.” The “Human Ecology” designation no longer makes sense because the college of that name does not exist. Also, Ph.D. degrees from other units with the “Human Ecology” designation have very little in common with each other as there is no common core. However, with the proposed Ph.D. in Consumer Science, a 12-credit hour common core will provide greatly enhanced cohesion to the degree program that will span three separate specializations. For similar reasons, CS faculty also are proposing that the name of their master’s degree change from “M.S. in Human Ecology” to “M.S. in Consumer Sciences.”

Finally, CS faculty likewise have chosen to improve the coherence of their B.S. degrees. Previously, the three main programs in the department each offered essentially independent majors. Now, though, the B.S. degrees have a true common core of courses shared by three majors. Not only will this improve quality and coherence for students, but it also will increase efficiencies in the department.

Summary Tables

Program	Extent of Change	Notes	Approval by EHE Curr. Committee	Approval by EHE College Council
Ph.D. Consumer Sciences	New	Name changed to align with unit. Otherwise, straight conversion. Includes a 12-credit hour common core.	Nov. 19, '10	Dec. 3, '10
M.S. in Consumer Sciences	New	Name change to align with unit. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Major in Consumer and Family Financial Services	Converted	Have new common core with other undergraduate majors in dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Major in Fashion and Retail Studies	Converted	Have new common core with other undergraduate majors in Dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Major in Hospitality Management	Converted	Have new common core with other undergraduate majors in Dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
Minor in Consumer Sciences	Converted	Straight conversion.	Nov. 19, '10	Dec. 3, '10
Minor in Fashion and Retail Studies	Converted	Straight conversion.	Nov. 19, '10	Dec. 3, '10

Courses	Number	Extent of Change	Approval by EHE Curr. Committee	Approval by EHE College Council
New graduate courses	3	New	Nov. 19, '10	Dec. 3, '10
New undergraduate courses	9	New	Nov. 19, '10	Dec. 3, '10
Total new Courses	12			
Re-envisioned graduate courses	12	Re-envisioned	Nov. 19, '10	Dec. 3, '10
Re-envisioned undergraduate courses	21	Re-envisioned	Nov. 19, '10	Dec. 3, '10
Total re-envisioned courses	33			
Graduate courses	17	Converted	Nov. 19, '10	Dec. 3, '10
Undergraduate courses	28	Converted	Nov. 19, '10	Dec. 3, '10
Total converted courses	45			
Total number of all courses	90			

College Approval

I have carefully reviewed all semester conversion materials for the Department of Consumer Sciences, having done so conjointly with the EHE Curriculum Committee. I also have discussed these materials with Dean Achterberg. This memo signifies Dean's level approval of the entire semester conversion package for the Department of Consumer Sciences.



Department of Consumer Sciences

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October 25, 2010

Dear Curriculum Review Committee,

The Department of Consumer Sciences in the College of Education and Human Ecology is presenting a total of five degree programs for semester conversion in Summer of 2012. Of the five programs, three are undergraduate programs including: Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services and two are graduate programs in Consumer Sciences (MS and Ph.D.). The current programs in the department and college are:

- a. Undergraduate majors: BS in Hospitality Management, BS in Human Ecology with majors in Fashion and Retail Studies, and Consumer and Family Financial Services
- b. Undergraduate minors: Consumer Services and Textiles & Clothing
- c. Graduate programs: MS and Ph.D. in Human Ecology with specializations in Hospitality Management, Fashion and Retail Studies, and Family Resource Management

The faculty in the Department of Consumer Sciences have participated in a year long review of curriculum, commencing with research on programs at benchmark institutions and a review of survey information from program alumni. Much of the work on our undergraduate programs was done within program groups representing the interests of the three areas of study in Consumer Sciences: Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services. The graduate faculty worked as a committee of the whole. At the start of Autumn 2009 each program faculty committee redefined program learning goals and linked these goals to a formal assessment plan. With this background, a curricular map of existing programs was drafted to identify any holes in coverage and redundancies. These maps served as the basis for program modifications.

For the undergraduate programs, common changes were the addition of new courses to cover gaps in the curriculum as seen through examination of the curricular maps, elimination of courses considered redundant, merging of existing courses facilitated by the extra time in semesters, and/or identification of courses from other units that complement learning goals in each program. Each of the three undergraduate programs is presented as a conversion to semesters with minimal changes to program goals and curricular requirements.

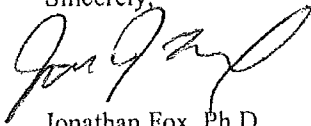
For the graduate programs, the department's situation is somewhat unique. Our proposal is for two new graduate programs (MS and Ph.D.) in Consumer Sciences. Previously our graduate degree programs were in Human Ecology, encompassing students working in Human Nutrition, Human Development and Family Science, and Consumer Sciences. Faculty from all three units agreed that one single degree is not adequately representative of these three areas of study as there is no common core of study amongst the programs. To be more representative of the core area of study, each of the three units that previously

contributed to graduate degrees in Human Ecology is proposing a new graduate program. In Consumer Sciences the proposed graduate program parallels our undergraduate program with a set of core requirements in consumer sciences followed by courses derived from 3 areas of study: Hospitality Management, Fashion and Retail Studies, and Family/Consumer Economics. These are not tracks and represent only an advanced treatment of consumer sciences within a specific market setting.

Faculty approval for the five programs and new (or significantly modified) courses was recorded through a formal vote on each program and course at one of two day-long retreats held in early June and mid-September 2010. At these meetings the undergraduate proposals drafted by program area groups were presented, discussed and put forward for full faculty vote. The Fashion and Retail Studies and Consumer and Family Financial Services programs were approved unanimously in these retreats. The Hospitality Management proposal required more significant revision as a result of faculty discussion and the subsequent vote was conducted online with all Consumer Sciences faculty voting and approving the final proposal. The MS and Ph.D. programs in Consumer Sciences were also reviewed and voted upon in the September retreat and the approval was unanimous through a formal and recorded vote.

The faculty have submitted a strong rationale for programmatic changes, appropriate transition plans, and a plan to meet the resource requirements that come with these five proposals. I recommend approval of the BS degrees in Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services and the two graduate degrees (MS and Ph.D.) in Consumer Sciences.

Sincerely,



Jonathan Fox, Ph.D.
Interim Chair
Consumer Sciences

Fiscal Unit/Academic Org	Dept Of Consumer Sciences – D1255
Administering College/Academic Group	Education & Human Ecology
Co-administering College/Academic Group	
Semester Conversion Designation	New Program Plan
Proposed Program/Plan Name	Consumer Sciences
Type of Program/Plan	Graduate degree program
Program/Plan Code Abbreviation	CON SCI
Proposed Degree Title	Doctor of Philosophy in Consumer Sciences

Program Rationale Statement

The consumer sciences graduate area of study currently exists within the Doctor of Philosophy in Human Ecology program. With semester conversion, a new and distinct Doctor of Philosophy in Consumer Sciences degree program is being proposed. A Master of Science in Consumer Sciences degree program is also being proposed. The proposed MS degree provides post-baccalaureate training and a foundation for the Doctor of Philosophy degree. The proposal for a distinct doctoral degree program is a natural progression in development. Five years ago the Council on Research and Graduate Studies at The Ohio State University approved reorganization of the graduate program administrative structure within the College of Human Ecology to reflect five graduate specializations (and corresponding transcript designations) corresponding to five tracks in the Human Ecology graduate program (approved June 8, 2005). Three of the five tracks (Family Resource Management, Hospitality Management and Textiles and Clothing) were within the Department of Consumer Sciences.

The development of a distinct graduate area of study in consumer sciences, inclusive of emphases in family resource management, hospitality management, and textiles and clothing/fashion and retail studies, has been underway for nearly ten years. Investment has occurred both in graduate curriculum and research concentrations. Beginning in 2001-02 discussions were initiated to develop common policy and practice across the three graduate emphases. A consumer sciences graduate seminar was launched in 2002-03. In 2003-04 graduate program alumni and enrolled graduate students were surveyed as input to curriculum revision. The curriculum revision process resulted in the implementation of a consumer sciences graduate core in 2005-2006. The graduate core provides a strong foundation covering research methodology, the behavior of households and consumers in the market, theories and models in consumer sciences, and the global consumer. Enrollment in the consumer sciences graduate core courses has generated 392 credit hours over the past five years. Collaborative research initiatives inclusive of faculty and graduate students have generated presentations at national and international conferences as well as publications in refereed journals. For example family

economists and hospitality researchers have partnered to better understand risks of food consumption and impact of food safety interventions, as well as to estimate the societal costs of food borne illnesses. Expertise in retailing, customer service, and purchase behavior has been integrated to assess consumer perception of e-commerce and impact of pricing strategies on consumption decisions.

The proposed Doctor of Philosophy in Consumer Sciences degree program is an integrated and distinct graduate degree that prepares researchers and scholars to significantly and positively impact consumers within the global economy. Research and scholarship focus on dynamic and complex interrelationships between consumers and markets. The foundation of graduate work in the Consumer Sciences doctoral program is the study of consumers, consumer theory, consumption patterns, and consumer decision-making. Doctoral students complete a minimum of 50 semester credit hours including:

- minimum of 6 credits hours of dissertation research
- 12 credit hours of Consumer Sciences graduate core courses
- minimum of 9 credit hours and at least three courses in research methods and statistics
- minimum of 15 credit hours and at least five courses in major and supporting areas
- minimum of 10 credit hours and at least three courses in minor area

The conversion of the consumer sciences graduate program from quarters to semesters results in a reduction from 50 separate graduate offerings under the quarter system to 31 separate graduate offerings in the semester system. This reduction in number of graduate course offerings reflects:

- 19 courses that were converted as semester equivalents
- moving to common CON SCI offerings of dissertation research, thesis research, individual studies, groups studies, research practicum, and teaching practicum from separate offerings in family resource management, fashion and retail studies, and hospitality management (18 quarter courses to 6 semester courses)
- modified or re-envisioned courses that include substantial parts of one or more quarter courses (8 quarter courses to 3 semester courses)
- discontinuing/deleting 5 quarter courses
- creating 3 new semester courses

For ease of comparison the following table summarizes the current distribution of credit hours in the doctoral program under the quarter system and the proposed distribution of credit hours under the semester system using the categories specified in the program template:

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		75	50	52	4
Required credit hours offered by the unit	Minimum	37	25	28	3
	Maximum	53	35	33	2
Required credit hours offered outside of the unit	Minimum	26	17	19	2
	Maximum	36	24	26	2
Required prerequisite credit hours not included above	Minimum	0	0	0	0
	Maximum	0	0	0	0

Over the past ten years the consumer sciences graduate area has averaged seven doctoral graduates per year. Over 70% of the doctoral graduates have accepted tenure track positions at Research I and benchmark comprehensive universities. Doctoral graduates of the program have also assumed research and management positions in the non-academic sector inclusive of private industries and government employment.

Relationship between the PhD in Consumer Sciences and the MS in Consumer Sciences

The Master of Science in Consumer Sciences degree provides post-baccalaureate training and a foundation for the Doctor of Philosophy degree. Students who complete the MS degree in Consumer Sciences at Ohio State and then continue for the PhD in Consumer Sciences will have completed over half of the consumer sciences core courses in the MS program and will therefore be able to move more quickly into advanced level graduate courses. Time to degree for students who complete the MS elsewhere and then come to Ohio State for the PhD is three and a half years on average. Students who move straight from the MS to the PhD in Consumer Sciences at Ohio State complete both degrees in four years on average.

List of Semester Courses

Course Number	Course Title/Credit Hours
Dissertation Research (Minimum of 6 credit hours)	
CON SCI 8999	Research for Dissertation <i>Minimum of 6 credit hours required in program</i>
Consumer Sciences Graduate Core (12 credit hours)	
CON SCI 6000	Introduction to Research in Consumer Sciences (G3)
CON SCI 6010	Individual and Family Behavior in the Market Place (G3)
CON SCI 6020	Theories and Models in Consumer Sciences (G3)
CON SCI 7900	Graduate Seminar in Consumer Sciences (G1) <i>3 credit hours required in program</i>
Research Methods and Statistics (Minimum of 9 credit hours and at least three courses)	
	Common selections include ECON 740 741 742; PSYCH 826 827 828; STAT 529 530 673; STAT 610 623 645; SOCIOL 703 707; AEE 885 886 887; EDUPL 785 786
Major and Supporting Courses (Minimum of 15 credit hours and at least five courses)	
CON SCI 7193	Individual Studies
CON SCI 7194	Group Studies
CON SCI 7230	Measurement and Analysis of the Economic Status of Consumer Units (G3)
CON SCI 7240	Theories and Models in Consumer Sciences II (G3)
CON SCI 7880	Interdepartmental Seminar
CON SCI 7991	Research Practicum in Consumer Sciences
CON SCI 7992	Teaching Practicum in Consumer Sciences
CON SCI 8193	Individual Studies
CON SCI 8250	Normative Approaches to Consumer Sciences (G3)
CON SCI 8260	Behavioral Approaches to Consumer Sciences (G3)
CON SCI 8270	Managing Consumer Risk (G3)
CON SCI 8280	Advanced Quantitative Methods in Consumer Sciences (G3)
CON SCI 8890	Special Topic Seminar: Consumer Economics
CON SCI 8891	Special Topic Seminar: Family Finance
CON SCI 8894	Special Topic Seminar: Fashion and Retail Studies
CON SCI 8896	Special Topic Seminar: Hospitality Management
CSFSNRTS 7472	History of American Dress: Issues, Theory and Method (G3)
CSFSNRTS 7478	Textiles: A Global and Cultural History (G3)
CSFSNRTS 7574	Aesthetics, Appearance Management, and Self Presentation (G3)
CSFSNRTS 7575	Psycho-Social and Cultural Aspects of Dress (G3)
CSHSPMG 7630	Advanced Food Service Systems Management: Operational Integration (G3)
CSHSPMG 8610	Human Resource Management in Hospitality and Retail Industries (G3)
CSHSPMG 8630	Services in the Hospitality and Retail Industries (G3)
CSHSPMG 8640	Managing Hospitality and Retail Operations (G3)
CSHSPMG 8660	Recent Developments in Hospitality Systems Management (G3)

Minor Courses (Minimum of 12 credit hours and at least four courses)	
	Common minors/specializations include economics, history, marketing, psychology, sociology, and statistics

Transition Policy

Students in the Consumer Sciences doctoral program who began their doctoral program under the quarter system and must transition to the semester system before graduation will not be delayed or disrupted in the progress toward their degree if they continue to make satisfactory progress toward degree as defined by the Graduate School and the Consumer Sciences graduate program, continue to complete the appropriate academic work inclusive of dissertation research successfully, and actively develop and follow academic plans in consultation with their graduate adviser. When progress toward doctoral degree completion is facilitated students may be allowed to wave pre-requisites for newly formed semester courses where necessary, or utilize Individual Studies or Group Studies options to complete partial courses where multiple courses have been combined. Automatic transfer of credit may be used for courses converted as semester equivalents.



September 22, 2010

To: Jonathan Fox
From: Steve Mangum
RE: Request for concurrence from Fisher College

Thank you for the materials received with regard to your concurrence request. Also, thank you for providing additional context for the request and helping me better understand the two justifications offered: a. courses relating specifically to the hospitality/fashion/retail industries, and b. courses dealing with the consumer decision making process presented from the consumer perspective. This has been very helpful as we have sought to carefully consider your request.

For organizational purposes the following discussion proceeds first with the proposed undergraduate courses, followed by the proposed graduate courses.

I. Proposed Undergraduate Courses

CS 2980; CS3950; CS3960: We are unable to provide concurrence on these courses. These proposed courses are largely duplicative of basic business courses offered to the broad OSU campus in our Business Minor program. In both the textbooks used and the topics covered we do not see these CS courses as being sufficiently focused on unique industry content to warrant separate course offerings.

CS FNRTS4577: This course proposal was the subject of spirited debate about the extent to which its topics and materials are industry specific and differentiable from promotion strategy courses offered here at Fisher. Given the course title and the specification of course segments, (e.g. "fashion identity", "fashion events") we will proceed with concurrence on this course.

CS CFMFNS 4260 Family Tax Planning: The assessment of our faculty is that this course overlaps to a significant degree (perhaps as much as 75%) with our AMIS 626 Tax Accounting 1 course which has the following description:

Fundamentals of the federal income tax, and how it influences taxpayer decisions. Emphasis is on individuals and businesses organized as proprietorships, but the rules generally applicable to all taxpayers are covered. H626 (honors) may be available to students enrolled in an honors program or by permission of department or instructor. Prereq: 521 or equiv.

Recognizing that the prerequisites to our course may restrict access by students from the Department of Consumer Sciences we will proceed with concurrence on this course while noting the high degree of content overlap. We appreciate the Department of Consumer Sciences moving to a title (Family Tax Planning) that helps accentuate any difference in underlying focus between the courses offered by the two different departments/colleges.

Senior Associate Dean

CS 3920 Consumer Relationship Building: This course proposal attracted significant attention in the review of your concurrence request. The course is on sales/personal selling as reflected in the course topics and in the title of the proposed text, "Selling Today: Creating Customer Value." The course duplicates personal selling coursework offered by Fisher's Department of Marketing and Logistics. Fisher faculty reviewing the course proposal in the context of Consumer Sciences' stated justification felt that this course does not meet the spirit of justification #2, "courses dealing with the consumer decision making process from the consumer perspective" with a "consumer protection and consumer education emphasis." Faculty voiced the view that the course is on selling to consumers (businesses and households alike) and that the course is more focused on the business side of the exchange than it is any notion of consumer protection or consumer education. Consequently we are not in a position to give concurrence on this course at this time. Additional direct conversation between CS and Fisher's Department of Marketing and Logistics could be pursued if desired.

CS CFMFNS 4130 Consumer Decision Making II: The content of this proposed course is covered, in greater detail, across three courses within Fisher College's core curriculum. As such these existing courses do not meet the needs of students envisioned in the proposed CS course. Consequently, despite the overlap in content, we are comfortable providing concurrence on this course.

CS CFMFNS 5140 Topics in Consumer Sciences: This proposed course is envisioned as one having flexible content based on topics of interest at a given point in time. Given this there is little for us to evaluate in the context of the supporting materials (e.g. no sample syllabus was provided). The general description of the course mentions "topics of most relevance to consumers" and uses as current examples "health care and the Consumer Financial Protection Agency." Having no basis on which to concur or not concur but generally trying to be supportive, we have gone ahead with concurrence.

II. Proposed Graduate Courses

Based on earlier communications my understanding is that the CS graduate program is small (5 to 7 graduates per year) and primarily focused on Ph.D. education (with 2 to 4 MS graduates per year but this being a research MS leading to the Ph.D.). Given this, our working assumption is that the relevant comparison in terms of Fisher offerings is to our Ph.D. program rather than to our MBA program offerings.

Rather than commenting individually on each of the four graduate course proposals sent, I offer a couple of general observations based on conversations with Fisher faculty in the various discipline areas. In doing this I recognize that clustering the comments risks criticism because any comment may apply differentially to the individual course proposals. In general: a) in content depth we see the four proposed courses as falling somewhere in between what we believe we offer at the MBA and the Ph.D. levels; b) we find the proposals to not be particularly targeted to hospitality or related industries nor particularly focused on a consumer perspective and therefore not well justified under either justification presented as the basis for the concurrence request; and c) while

certainly not wanting to offend any one, we generally believe that CS Ph.D. students in some cases might be better served enrolling in Ph.D. offerings found here in Fisher rather than in the proposed course about which we were invited to comment. We believe that PH.D. courses offered at Fisher are generally accessible to Ph.D. students in programs outside Fisher and that we are generally welcoming of such students.

Having made this observation, we do not believe it appropriate for us to seek to place constraints on the preparation of Ph.D. students and future faculty members in disciplines other than our own. Consistent with this philosophy we are offering our concurrence on the four graduate courses requested (CS HSPMG 8610, 8620, 8630, and 8640) while reiterating that "our door is generally open" to Consumer Science Ph.D. students interesting in participating in our Ph.D. level seminars.