



The University of Georgia

University Council
Athens, Georgia 30602

March 13, 2009

UNIVERSITY CURRICULUM COMMITTEE – 2008-2009

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Undergraduate Student Representative – Ms. Jamie Beggerly

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Dear Colleagues:

The attached proposal for an Area of Emphasis in International Merchandising under the major in Textile Science under the Doctor of Philosophy degree (Ph.D.) will be an agenda item for the March 20, 2009, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr.
Professor Jere W. Morehead



The University of Georgia

Department of Textiles, Merchandising and Interiors

MEMO

To: College of Family and Consumer Sciences Curriculum Committee

From: Patricia Hunt-Hurst, Department Head
Soyoung Kim, Chair of Ph.D. emphasis in International Merchandising

Re: Proposal for Emphasis in International Merchandising, Ph.D. Textile Sciences

Date: December 2, 2008

Attached is a proposal for a new graduate area of emphasis in International Merchandising under the current Ph.D. in Textile Sciences. A TMI committee has been involved in discussions and development of the proposal since 2004. The committee talked with Dean Nickols at that time, and shortly after Dr. Kim met with Dean Maureen Grasso (Graduate School) to discuss our proposal and gain feedback from her. In 2007, the College of Family and Consumer Sciences provided funding to the department to bring in two consultants. Two prominent scholars, Dr. Kim K.P. Johnson (University of Minnesota) and Dr. Mary Littrell (Colorado State University) visited the department during fall 2006 and provided input about our programs and planned emphasis. Drs. Johnson and Littrell considered International Merchandising as a strength area for us in relation to current faculty expertise, our study abroad programs, and in comparison to current Ph.D. programs in Textiles and Apparel in the U.S. They encouraged the committee to go forward with a proposal that emphasized international merchandising. Dean Laura Jolly reviewed the proposal and has given her support. TMI Graduate faculty approved the proposal on November 14, 2008.

The proposed area of emphasis in international merchandising will prepare graduates to conduct research and provide instruction to meet the needs of academia. This area of emphasis will primarily respond to a national need for faculty. Merchandising enrollments have grown to record levels over the past ten years. The growing undergraduate enrollment in merchandising across the nation has created continuous demand for faculty in the field. Accordingly, abundant academic job opportunities for graduate students with advanced degrees in merchandising have encouraged many Master's students to pursue a doctoral degree. In 2006 there were 16 doctoral degrees awarded in Apparel and Textiles in the United States as reported by FAEIS (Food and Agricultural Education Information System) and over 61 positions posted requiring a Ph.D. in merchandising or related field between 2006 and 2008.

The International Merchandising emphasis will include two courses required of the Ph.D. in Textile Sciences: TXMI 6520 Apparel and Textile Economics and TXMI 8050 Research Methods. Other required courses are specific to the area of emphasis (see attached). The diploma will show the degree as Doctor of Philosophy and the student's transcript will be noted as: Ph.D. in Textiles Sciences, Emphasis in International Merchandising.

We are not requesting any new faculty positions, but there will be a need for three assistantships each year for three years (three assistantships at \$15,000/year each equals \$45,000/year). If necessary the department will redirect two assistantships from the Master's program. Dean Grasso has promised that one new graduate assistantship will be funded by the Graduate School for three years. Merchandising faculty will continue to seek external funding to cover graduate assistantships as well as research. In addition to research and teaching grants, merchandising faculty will seek financial support from the industry through long-term partnerships.

PROPOSAL FOR AREA OF EMPHASIS

School/College: College of Family and Consumer Sciences

Department: Textiles, Merchandising and Interiors

Major: Textile Sciences

Major Requirements: The Department requires a minimum of 24 [12 hours in core and 12 in specialization] semester hours of course work in the major area; 12 semester hours in a supporting area such as consumer economics, sociology, psychology, and business; plus a minimum of 6 hours of research methodology courses that are approved by the student's committee. The student's committee typically requires that course work extend beyond the stated minimum number of credit hours.

Area of Emphasis Title: International Merchandising

Area of Emphasis Objective: Since 1990 the Department of Textiles, Merchandising and Interiors has offered a Ph.D. in textile sciences that focuses on textile chemical processes, textile products and standards, textile physics, and textile analysis. The current Ph.D. in Textile Sciences prepares graduates to carry out research and development in the textile industry or teach in academia. The proposed new area of emphasis in international merchandising would primarily prepare graduates to fill faculty positions in merchandising. The program provides opportunities for concentrated study in international apparel and textiles retailing, international production and trade, global sourcing, international business practices, and e-commerce in a global setting.

Proposed Starting Date: One semester after the proposal has been approved by University Council.

Area of Emphasis Description:

The degree consists of a minimum of 42 credit hours in coursework with at least 21 credit hours from courses open to graduate students only. This also includes a minimum of 16 hours of 8000- or 9000-level courses.

Core (12 credits)

TXMI 6520 Apparel and Textile Economics (3)

TXMI 8050 TMI Research Methods (3)

TXMI 8270 Merchandising Theories and Methodologies (3) (in press)

TXMI 8500 Contemporary Topics in Textiles, Merchandising and Interiors (1-3)

Specialization (12 credits) International Merchandising

TXMI 7710/7711 Study Tour in Textiles, Merchandising and Interiors (3)

TXMI 8220 Advanced Topics in International Production and Trade (3) (in press)

TXMI 8240 Advanced Topics in Retailing (3) (in press)

TXMI 8250 Apparel Trade and International Retailing (3) (in press)

TXMI 8260 Advanced Topics in Consumer Behavior (3) (in press)

TXMI 9010 Directed Research (3 hours)

Research Methodology (Select 6 hours or more)

- ERSH 6300 Applied Statistical Methods in Education (3)
- ERSH 8310 Applied Analysis of Variance Methods in Education (3)
- ERSH 8320 Applied Correlation and Regression Methods in Education (3)
- ERSH 8350 Multivariate Methods in Education (3)
- HACE 8000 Research Methods in Housing and Consumer Economics I (3)
- HACE 8050 Research Methods in Housing and Consumer Economics II (3)
- PSYC 6410 Statistics in Psychological Research (3)
- PSYC 6420 Advanced Experimental Psychology (3)
- PSYC 6430 Applied Regression Methods in Psychology (PSYC 6420 pre-req) (3)
- STAT 6210 Statistical Methods I (3)
- STAT 6220 Statistical Methods II (3)
- STAT 6310 Statistical Analysis I (3)
- STAT 6320 Statistical Analysis II (3)
- STAT 8210 Multivariate: Theory and Methods (STAT 6320 pre-req) (3)
- STAT 8250 Multivariate Methods (STAT 6220 pre-req) (3)
- QUAL 8410 Designing Qualitative Research (3)
- QUAL 8400 Qualitative Research (3)
- QUAL 8420 Analyzing Qualitative Data (3)
- SOCI 6620 Analysis and Interpretation of Sociological Data I (3)
- SOCI 6630 Analysis and Interpretation of Sociological Data II (3)
- SOCI 6700 Survey Research Methods (3)
- SOCI 6750 Qualitative Methods of Social Research (3)

Supporting Area (12 credits)

Any graduate courses approved by major professor in areas closely aligned to the student's research emphasis.

Dissertation Research (3-9 credits)

TXMI 9300 Dissertation

TXMI 9000 Doctoral Research (3-9 credits)

Signatures:

Patricia Hunt-Hues
Department Head

Textiles, Merchandising and Interiors
Department

Dec. 1, 2008
Date

Jan Nathode
College Curriculum Committee Chair

Family & Consumer Sciences
College

1/26/09
Date

Maureen Grasso/gh
Dean of Graduate School

02/04/09
Date

University Curriculum Committee Chair

Date

Proposed Schedule of Course Offerings

Fall semester - Year 1	Spring semester - Year 1
Research course (for ex. STAT 6210)	Research course (for ex. STAT 6220)
TXMI 6520 (Apparel and Textiles Economics) or TXMI 8220 (Advanced Topics in International Production and Trade) (Seock)	TXMI 8050 (Textiles, Merchandising and Interiors Research Methods) (Annis)
TXMI 8270 (Merchandising Theories and Methodologies) or TXMI 8240 (Advanced Topics in Retailing) (Kim)	TXMI 8250 (Apparel Trade and International Retailing) (Hathcote) or TXMI 8260 (Advanced Topics in Consumer Behavior) (Seock)
TXMI 8500 (Contemporary Topics in Textiles, Merchandising and Interiors (Hunt-Hurst, Blanco, or Medvedev)	TXMI 9010 (Directed Research) or Supporting Area course
(12 hours)	(12 hours)
Fall semester - Year 2	Spring semester - Year 2
TXMI 6520 (Apparel and Textiles Economics) if not taken first year or TXMI 8220 (Advanced Topics in International Production and Trade) (Seock)	TXMI 8250 (Apparel Trade and International Retailing) (Hathcote) or TXMI 8260 (Advanced Topics in Consumer Behavior) (Seock)
TXMI 8270 (Merchandising Theories and Methodologies) or TXMI 8240 (Advanced Topics in Retailing) (Kim)	Supporting course
TXMI 9010 (Directed Research) or Supporting Area course	Supporting course
Supporting Area course	Doctoral research (3-6, to make total of 12 hours) TXMI 9000
(12 hours)	(12 hours)
Fall semester - Years 3-4	Spring semester - Years 3-4
TXMI 9000 and/or 9300 (12 hours)	TXMI 9000 or 9300 (12 hours)