THE UNIVERSITY OF ARIZONA.

New Academic Program Workflow Form

General

Proposed Name: Digital Retailing Minor

Transaction Nbr: 00000000000147

Plan Type: Minor

Academic Career: Undergraduate

Degree Offered:

Do you want to offer a minor? N

Anticipated 1st Admission Term: Sprg 2023

Details

Department(s):

AGSC

DEPTMNT ID	DEPARTMENT NAME	HOST
1236	Norton School of Human Ecology	Y

Campus(es):

MAIN

LOCATION	DESCRIPTION
TUCSON	Tucson

ONLN

LOCATION	DESCRIPTION
ONLN	Online

Admission application terms for this plan: Spring: Y Summer: Y Fall: Y

Plan admission types:

Freshman: Y   Transfer: Y Readmit: N   Graduate: N

Non Degree Certificate (UCRT only): N

Other (For Community Campus specifics): N

Plan Taxonomy: 19.0203, Consumer Merchandising/Retailing Management.

Program Length Type: Program Length Value: 0.00

Report as NSC Program:

SULA Special Program:

Print Option:

Diploma: Y   Digital Retailing Minor

Transcript: Y   Digital Retailing Minor

Conditions for Admission/Declaration for this Major:

Admitted to the University of Arizona as an undergraduate student

Requirements for Accreditation:

None

Program Comparisons

University Appropriateness

The Digital Retailing Minor is aligned with the University's mission and strategic plan, specifically, to prepare our students with the skills and mindsets to lead in the 4IR.

Arizona University System

NBR	PROGRAM	DEGREE	#STDNTS	LOCATION	ACCRDT

Peer Comparison

See attached document

Faculty & Resources

Faculty

Current Faculty:

INSTR ID	NAME	DEPT	RANK	DEGREE	FCLTY/%
13508197	Lance Erickson	1236-RCSC	Assoc. Prof. Pract.	Doctor of Philosophy	1.00
22076189	Kathleen Kennedy	1236-RCSC	Assoc. Prof. Pract.	Master of Bus Admin	1.00
22091604	Quy Quailes	1236-	Assoc. Prof.	Doctor of	1.00

INSTR ID	NAME	DEPT	RANK	DEGREE	FCLTY/%
		RCSC	Pract.	Philosophy	
22092515	Jose Mendoza	1236-RCSC	Instructor	Doctor of Philosophy	1.00

Additional Faculty:

None needed.

Current Student & Faculty FTE

DEPARTMENT	UGRD HEAD COUNT	GRAD HEAD COUNT	FACULTY FTE
1236-RCSC	210	0	8.00

Projected Student & Faculty FTE

DEPT	UGRD HEAD COUNT			GRAD HEAD COUNT			FACULTY FTE		
	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3
1236-RCSC	25	55	70	0	0	0	.60	1.50	2.00

Library

Acquisitions Needed:

None

Physical Facilities & Equipment

Existing Physical Facilities:

N/A

Additional Facilities Required & Anticipated:

None

Other Support

Other Support Currently Available:

The program has non-monetary support in the form of access to professional digital application and platforms from Google, Amazon, Shopify, Hootsuite, and other industry leaders.

Other Support Needed over the Next Three Years:

None, except as required by student demand.

Comments During Approval Process

Digital Retailing Minor

I.   MINOR DESCRIPTION:

The Digital Retailing Minor provides students with the knowledge and skills essential for success in the high-growth e-commerce and omnichannel retailing sector. Digital retailing is explored from an interdisciplinary perspective including consumer behavior, digital marketing, information architecture and systems, merchandise buying and sourcing, management, retail operations, and logistics. Students select electives to focus on social media, omnichannel strategies, digital retailing analytics, supply chain, innovation and entrepreneurship, and customer experience management. Courses incorporate professional technology applications and opportunities to complete relevant professional certifications.

LEARNING OUTCOMES
- Explain the requirements for a successful digital retailing operation.
- Design effective digital environments and communications for each stage of the customer journey.
- Plan a digital retail business including product and service offering, pricing strategy, digital properties and networks, promotions, and user experience.
- Create digital marketing and online media campaigns that drive retail demand and build customer loyalty.

COURSEWORK LOCATION(S)
UA Main Campus, Online - Arizona Online

AREAS OF INTEREST
Digital Marketing
Digital Retailing
E-Commerce
Entrepreneurship
Interdisciplinary Studies
Merchandising and Buying
Mobile Commerce
Social Media and Social Commerce

PRE-MAJOR REQUIRED?
Not applicable

ADDITIONAL ADMISSIONS REQUIREMENTS
None.

II.   JUSTIFICATION/NEED FOR THE MINOR:

The Digital Retailing Minor is designed to provide essential knowledge and skills for students who want to enter the high-growth digital retailing sector (i.e., e-commerce and omnichannel retailing). There are general digital marketing degrees and numerous technical programs focused on website development and programing. There is also a Bachelor of Science in Digital Retailing offer by the University of North Texas. There is, however, no similar undergraduate minor that offers the interdisciplinary training required for digital retailing specialist and manager positions.

Retail e-commerce sales alone are forecast to increase 16.8% to $4.921 trillion in 2021 (von Abrems, 2021). The retail industry is evolving rapidly as consumers adopt digital shopping technologies and omnichannel services are growing at a rapid pace. Established retailers and innovative startups across the USA and around the world are investing significant capital in ecommerce platforms, integration of digital retailing into brick-and-mortar stores, and expanding customer fulfillment capabilities. The result is the need for trained employees and for specialized career training in digital retailing to meet these changing demands.

The restructuring of the retailing sector has caused dramatic increases in the need for digital retailing professionals, including:
- Customer retention specialists
- Digital community builders
- Digital content managers
- Digital operations managers
- E-commerce business analysts
- E-commerce buyers and merchandise planners
- Retail CX (customer experience) managers
- Retail website developers and managers
- SEM (search engine marketing) specialists
- SEO (search engine optimization) specialists
- Social media managers
- UX (User Experience) managers and designers
- Warehouse and fulfillment managers
- Web analytics specialists

The UA Digital Retailing Minor can also be paired with a major in a related field (e.g., finance, information systems, data science, marketing, communications) to access functional positions within digital retailing firms.

According the U.S. Bureau of Labor Statistics, the projected increase in employment from 2020 to 2030 in some occupations related to this minor are as follows:

- Marketing managers +29.4%
- Market research analysts and marketing specialists + 163.6%
- Project management specialists and business operations specialists, all other +99.2%
- Sales managers +27.9%
- Software and web developers, programmers, and testers +416.6%

Note: The U.S. Bureau of Labor Statistics classifies only people who work in stores as part of the retail trade (NRF, 2019) and employment in retailing outside of stores is spread over a number of other occupational categories. The fastest growing retail job categories are related to digital retailing and classified in other industries such as IT, management, transportation, and warehousing, and are not part of the BLS statistics.

Sources:
NRF. (2019, March 3). *If you want to measure retail employment, don't look to monthly BLS employment figures*. Retrieved October 26, 2021, from NRF.com: https://nrf.com/blog/if-you-want-measure-retail-employment-dont-look-monthly-bls-employment-figures

von Abrems, K. (2021, July 7). *Global Ecommerce Forecast 2021*. Retrieved October 26, 2021, from EMarketer.com: https://www.emarketer.com/content/global-ecommerce-forecast-2021

III.   MINOR REQUIREMENTS:

Minimum total units required	19
Minimum upper-division units required	9
Total transfer units that may apply to minor	9
List any special requirements to declare/admission to this minor (completion of specific coursework, minimum GPA, interview, application, etc.)	Continuing students must have a cumulative GPA of at least a 2.0 and no pending incomplete grades.
Minor requirements. List all required minor requirements including core and electives. Courses listed must include course prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions needed (house number limit, etc.). Provide email(s)/letter(s) of support from. home department head(s) for courses not owned by your department.	<u>Core:</u> Complete 5 courses (13 units): - RCSC 205 (3) Merchandise Planning and Control - RCSC 205A (1) Merchandise Planning Lab - RCSC 220 (3) Markets, Finance and Retailing OR ACCT 250 (3) Survey of Accounting OR ACCT 200 (3) Introduction to Financial Accounting - RCSC 260 (3) Shopper Data and Business Analytics OR MKTG 376 Marketing Analytics - RCSC 360 (3) Digital Retailing <u>Electives:</u> Complete 6 units from the following: - RCSC 310 Retailing Management and Operations - RCSC 324 Customer Experience Management - RCSC 325 Retail Innovation and Entrepreneurship - RCSC 326 Product Development - RCSC 350 Supply Chain Management - RCSC 361 Social Media, Influencers and Consumers - RCSC 434 Omnichannel and Multichannel Retailing, - RCSC 496A Special Topic (designated as a digital retailing topic). Up to 3 units of RCSC 399/499 Independent Study or RCSC 492 Directed Research may be applied to the Digital Retailing Minor with instructor approval and topic related to digital retailing.

Internship, practicum, applied course requirements (Yes/No). If yes, provide description.	No.
Additional requirements (provide description)	No.
Any double-dipping restrictions (Yes/No)? If yes, provide description.	Yes, courses from the DR Minor may not also be used as electives in the RCSC Minor. RCSC Majors may not complete the Digital Retailing Minor. Students may transfer from the Digital Retail Minor into the RCSC Major and apply credit already taken to the RCSC BS degree. Courses may not be used for both the DR Minor and the Digital Retailing Certificate.

IV.   NEW COURSES NEEDED: None

V.   Learning Outcomes -

Learning Outcome #1: Explain the requirements for a successful digital retailing operation.
Concepts: Students will analyze and communicate observations and findings about digital retailing business models, differentiation strategies, and the value creation process.
Competencies: Students will demonstrate business communications and critical analysis skills.
Assessment Methods: This outcome will be assessed in quizzes and case discussions in RCSC 360. Indirect measure: survey.
Measures: Instructor grading of quizzes and case discussions, percent of students with an average 70%+. Indirect measure: end of DR Minor anonymous student survey administered in Fall and Spring by the academic program, rating of 3+ on the learning outcome item.
Learning Outcome #2: Design effective digital environments and communications for each stage of the customer journey.
Concepts: Students will apply consumer behavior theory, digital design principals, and web development practices.

	Competencies: Students will demonstrate proficiency in digital design, web development, digital standards, customer experience (CX) management, and consumer research methods.
	Assessment Methods: This outcome will be assessed in student projects using quantitative rubrics in RCSC 324, RCSC 325, RCSC 326, RCSC 360, and RCSC 361. Indirect measure: survey.
	Measures: Instructor grading of student projects, percent of students with an average 70%+. Indirect measure: end of DR Minor anonymous student survey administered in Fall and Spring by the academic program, rating of 3+ on the learning outcome item, rating of 3+ on the learning outcome item.

Learning Outcome #3 Plan a digital retail business including product and service offering, pricing strategy, digital properties and networks, promotions, and user experience.

	Concepts: Students will apply retail mix management within digital shopping environments.
	Competencies: Students will demonstrate business planning, market analysis, forecasting, merchandising, and business management skills.
	Assessment Methods: This outcome will be assessed in assignments and student projects using quantitative rubrics in RCSC 324, RCSC 325, RCSC 326, RCSC 360, and RCSC 361. Indirect measure: survey.
	Measures: Instructor grading of assignments and student projects using quantitative rubrics, percent of students with an average 70%+. Indirect measure: end of DR Minor anonymous student survey administered in Fall and Spring by the academic program, rating of 3+ on the learning outcome item.

Learning Outcome #4 Create digital marketing and online media campaigns that can drive retail demand and build customer loyalty.

	Concepts: Students will employ digital marketing, brand management, and campaign planning skills.
	Competencies: Students will demonstrate an understanding of how to manage and integrate SEO (Search Engine Optimization), SEM (Search Engine Marketing, content marketing, owned and earned media, and paid advertising to achieve retail business objectives.
	Assessment Methods: This outcome will be assessed in assignments and student projects using quantitative rubrics in RCSC 360 and RCSC 361. Indirect measure: survey.
	Measures: Instructor grading of assignments and student projects using quantitative rubrics, percent of students with an average 70%+. Indirect measure: end of DR Minor anonymous student survey administered in Fall and Spring by the academic program, rating of 3+ on the learning outcome item.

Learning Outcome #5: Develop effective digital retailing strategies and tactics in a specialized area: product development, social media and content marketing, CX, omnichannel retailing, or entrepreneurship.

	Concepts: Students will apply concepts from a specialized area(s) including: product development, social media and content marketing, CX, omnichannel retailing, or entrepreneurship.
	Competencies: Students will demonstrate the ability to apply specific professional methods to solve digital retail business challenges.
	Assessment Methods: This outcome will be assessed in quizzes and exams, and student projects from electives in RCSC 324, RCSC 325, RCSC 326, RCSC 361, and RCSC 434. Indirect measure: survey.
	Measures: Instructor grading of quizzes and exams, and student projects using quantitative rubrics, percent of students with an average 70%+. Indirect measure: end of DR Minor anonymous student survey administered in Fall and Spring by the academic program, rating of 3+ on the learning outcome item, rating of 3+ on the learning outcome item.

REQUIRED SIGNATURES

Program Director/Main Proposer (print name and title):

Program Director/Main Proposer signature:
Date:

Lance Michael Eich

Department Head (print name and title):

Department Head's signature:
Date:

Laura Scaramella

Associate/Assistant Dean (print name):   Mike Staten

Associate/Assistant Dean's signature:
Date:

_____ 7/13/22

Dean (print name):

Dean's signature:
Date:

For use by Curricular Affairs:

Undergraduate:

Committee	Approval date
APS	
Undergraduate Council	
Undergraduate College Academic Administrators Council	
Faculty Senate	

Undergraduate:

Committee	Approval date
APS	
Undergraduate Council	
Undergraduate College Academic Administrators Council	
Faculty Senate	

THE UNIVERSITY OF ARIZONA

BUDGET PROJECTION FORM

Name of Proposed Program or Unit: Digital Retailing Minor

		Projected	
Budget Contact Person:	**1st Year** 2023- 2024	**2nd Year** 2024-2025	**3rd Year** 2025-2026
METRICS			
Net increase in annual college enrollment UG	25	55	70
Net increase in college SCH UG	225	990	1,260
Net increase in annual college enrollment Grad			
Net increase in college SCH Grad			
Number of enrollments being charged a Program Fee			
New Sponsored Activity (MTDC)			
Number of Faculty FTE	0.60	1.50	2.00
FUNDING SOURCES			
Continuing Sources			
UG RCM Revenue (net of cost allocation)	31,163	137,115	174,510
Grad RCM Revenue (net of cost allocation)			
Program Fee RCM Revenue (net of cost allocation)			
F and A Revenues (net of cost allocations)			
UA Online Revenues	19,077	83,940	106,832
Distance Learning Revenues			
Reallocation from existing College funds (attach description)			
Other Items (attach description)			
Total Continuing	$ 50,240	$ 221,055	$ 281,342
One-time Sources			
College fund balances			
Institutional Strategic Investment			
Gift Funding			
Other Items (attach description)			
Total One-time	$ -	$ -	$ -
TOTAL SOURCES	$ 50,240	$ 221,055	$ 281,342
EXPENDITURE ITEMS			
Continuing Expenditures			
Faculty	18,000	80,000	82,000
Other Personnel	10,000	10,000	20,000
Employee Related Expense	8,932	30,870	32,538
Graduate Assistantships			
Other Graduate Aid			
Operations (materials, supplies, phones, etc.)	500	1,000	1,000
Additional Space Cost			
Other Items (attach description)			
Total Continuing	$ 37,432	$ 121,870	$ 135,538
One-time Expenditures			
Construction or Renovation			
Start-up Equipment		5,000	
Replace Equipment			
Library Resources			
Other Items (attach description)			
Total One-time	$ -	$ 5,000	$ -
TOTAL EXPENDITURES	$ 37,432	$ 126,870	$ 135,538
Net Projected Fiscal Effect	$ 12,808	$ 94,185	$ 145,804

Select three peers (if possible/applicable) for completing the comparison chart from ABOR-approved institutions, AAU members, and/or other relevant institutions recognized in the field. The comparison programs are not required to have the same degree type and/or title as the proposed UA program. Information for the proposed UA program must be consistent throughout the proposal documents. Minors and Certificates may opt to include only 2 peer comparisons.

Program name, degree, and institution	Proposed UA Program Digital Retailing Minor	Peer 1 University of Florida Retailing Minor	Peer 2 Michigan State University Minor in Retail Management	Peer 3 Pennsylvania State University Digital Media Trends and Analytics, Minor
Current number of students enrolled	████████			
Program Description	The Digital Retailing Minor provides students with the knowledge and skills essential for success in the high-growth e-commerce and omnichannel retailing sector. Digital retailing is explored from an interdisciplinary perspective including consumer behavior, digital marketing, information architecture and systems, merchandise buying and sourcing, management, retail operations, and logistics. Students select	This minor exposes students to an industry that is global, technical, and robust. It teaches how retailers procure merchandise, understand strategic analytics, and adapt to constantly changing markets to remain competitive. Along with academic theory, students studying this minor are exposed and encouraged to network with industry executives to understand state of the art practices and learn from those practicing in the channels. As they	The Minor in Retail Management, which is administered by the Department of Management, prepares students for careers in the field of retailing, and financial retailing. It is designed to enhance the career potential of students studying general management and marketing by providing a program of study dedicated toward a specific industry and career path. The minor will also be particularly valuable to students in advertising and	The DMTA minor will provide students with contextualized understanding of practices and trends in digital media, advertising, marketing and public relations. The minor is needed to provide a viable academic option for students who want to specialize in this fast-growing sector of the communications industry. In addition, completion of the minor will prepare students to pass a number of leading industry certification tests related to analytics, SEM,

	electives to focus on social media, omnichannel strategies, digital retailing analytics, supply chain, innovation and entrepreneurship, and customer experience management. Courses incorporate professional technology applications and opportunities to complete relevant professional certifications.	approach senior year, students will be challenged to experience managerial positions with supervised retail internships in both stores and support centers.	public relations, finance, and food industry management.	social media and digital media sales and marketing.
Target Careers	The UA Digital Retailing Minor can be paired with a major in a related field (e.g., finance, information systems, data science, marketing, communications) to access functional positions for digital retailing firms. In addition, the Minor prepares students for these positions: - Customer retention specialists - Digital community builders - Digital content managers - Digital operations managers - E-commerce business analysts	Managerial positions in stores and support centers	Manager and financial manager positions in the retailing sector. Specific focus on retail positions in advertising, PR, and food systems.	- Digital communications specialists and managers - Digital community builders - Digital content managers - Marketing specialists - Sales managers - SEM (search engine marketing) specialists - SEO (search engine optimization) specialists - Social media managers

	- E-commerce buyers and merchandise planners - Retail CX (customer experience) managers - Retail website developers and managers - SEM (search engine marketing) specialists - SEO (search engine optimization) specialists - Social media managers - UX (User Experience) managers and designers - Warehouse and fulfillment managers - Web analytics specialists			
Emphases? (Yes/No) List, if applicable	No	No	No	No
Minimum # of units required	19	21 + prerequisites	18 + prerequisites	18
Level of Math required (if applicable)	N/A	N/A	Moderate: College Algebra or higher	N/A
Level of Second Language required (if applicable)	No	No	No	No
Pre-Major? (Yes/No) If yes, provide requirements.	No	No	No	No
Special requirements to declare/gain admission? (i.e. pre-requisites, GPA, application, etc.)	Admitted to an Undergraduate Degree program; overall GPA 2.0 or higher.	Admitted to an Undergraduate Degree program; overall GPA 2.0 or higher	Currently in bachelor's degree program in College of Business, Advertising major, or Food Industry	Admitted to an Undergraduate Degree program; overall GPA 2.0 or higher.

			Management major. Completed Accounting course prior to admission. Overall GPPA of 2.0 or higher.	
Internship, practicum, or applied/experiential requirements? If yes, describe.	No	Yes, student must complete a 3 unit internship.	No	No

Additional questions:

1. How does the proposed program align with peer programs? Briefly summarize the similarities between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

   This program is similar to peer general retailing minors and employs an interdisciplinary approach to retailing management education. The University of Florida Retailing Minor and the Michigan State University Minor in Retailing Management include courses in accounting, management, marketing, merchandising, and retail systems. The MSU program also offers one elective in Digital Marketing. The faculty teaching in these programs have expertise in marketing and management. The intended audience of these programs is students who want to pursue a career in the retail sector, but neither program has any depth in the digital retailing sector and neither provides the digital retailing knowledge and skills of the proposed UA Digital Retailing Minor.

   The Pennsylvania State University Digital Media Trends and Analytics, Minor covers digital media and communications and includes coursework in digital media, public relations, search engine marketing (SEM) and digital advertising. This program is intended for students pursuing careers in digital marketing and public relations but not digital retailing. The faculty teaching in this program have expertise in communications and digital media.

2. How does the proposed program stand out or differ from peer programs? Briefly summarize the differences between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

   The proposed program will be one of two academic programs in digital retailing and the only minor in digital retailing. The other academic program in this field is the University of North Texas Bachelor of Science degree in Digital Retailing. The UA

Digital Retailing Minor will afford UA students with the unique opportunity to pair a Digital Retailing Minor with a major in a related field to build a competitive advantage in seeking a position with a digital retailing firm (e.g., Amazon, Facebook, Wayfair) in finance, management, operations, forecasting, marketing communications, operation, and logistics. It will also provide an entry to many specialized roles in digital retailing and digital marketing.

The UA RCSC faculty have expertise in marketing, management, and communications, along with academic and professional backgrounds in digital retailing, e-commerce, omnichannel retailing, and entrepreneurship. This combination allows delivery of a digital retailing degree that brings together consumer behavior, contemporary retailing business practice, and digital technology.

3. How do these differences make this program more applicable to the target student population and/or a better fit the University of Arizona?

The University of Arizona is in a unique position to offer a digital retailing minor. UA is home to the industry-leading Retailing and Consumer Science (RCSC) degree program, one of only a few academic programs that approach retailing from an interdisciplinary perspective. In addition, we have one of the largest and most extensive course offering in digital retailing offered by any university or college, and RCSC has faculty with both academic training and professional experience in the rapidly-growing field.

This is the approval email from the School of Information:

From: Brooks, Catherine F - (cfbrooks) <cfbrooks@arizona.edu>

Sent: Thursday, April 28, 2022 10:26 AM

To: Erickson, Lance M - (lerickso) <lerickso@arizona.edu>

Subject: Re: Proposal for Minor in Digital Retailing

The School of Information has no objection to the development of a new minor program in digital retailing.

Feel free to attach this email to the proposal package and let us know if we can aid you in any way. Catherine Brooks

Catherine F. Brooks, PhD, Director and Associate Professor
School of Information at UA, https://ischool.arizona.edu/ - Arizona's iSchool, member of the international iCaucus https://ischools.org/
Faculty, Social, Cultural, and Critical Theory, Cognitive Science, Applied Intercultural Arts Research, and SLAT Graduate Interdisciplinary Programs

---

From: Erickson, Lance M - (lerickso) <lerickso@arizona.edu>

Sent: Thursday, April 28, 2022 10:14 AM

To: Brooks, Catherine F - (cfbrooks) <cfbrooks@arizona.edu>

Subject: Proposal for Minor in Digital Retailing

Hello Catherine,

I'm reaching out to you again to ask for your consideration of a new Minor in Digital Retailing that we are developing in the Norton School. Back in January I asked to you review a proposed Certificate in Digital Retailing--that certificate has since been approved. We received a lot of feedback about how students across campus might benefit from being able to Minor in this area, thus the new proposal.

Please review the attached description when you're able. If you have no objections and could indicate that in a response to this message, that would be ideal. Of course, if you have questions or concerns about the proposal, I'd be glad to discuss them with you at your convenience.

Thanks so much for your time!

Lance

Lance Erickson, Ph.D.
Associate Professor of Practice | Retailing and Consumer Science
Norton School of Family and Consumer Sciences
The University of Arizona
650 N. Park Avenue

Tucson, AZ 85721-0078
lerickso@email.arizona.edu
Pronouns: he, him, his

This is the approval from Eller Marketing:

From: Liu, Yong - (yoliu) <yoliu@arizona.edu>
Sent: Thursday, May 5, 2022 9:44 PM
To: Erickson, Lance M - (lerickso) <lerickso@arizona.edu>
Subject: RE: Proposal for Minor in Digital Retailing

Hi Lance, this looks good to me. Good luck! Yong

From: Erickson, Lance M - (lerickso) <lerickso@arizona.edu>
Sent: Thursday, April 28, 2022 10:00 AM
To: Liu, Yong - (yoliu) <yoliu@arizona.edu>
Subject: Proposal for Minor in Digital Retailing

Hi Yong--

It was great to see you yesterday at the Global Retailing Summit!

I'm reaching out again for your support, this time for our proposed Minor in Digital Retailing. We recently developed a Certificate program for Digital Retailing, and we received a lot of feedback about how students across campus might benefit from a Minor in this area. We are sending this proposal to the Undergraduate Curriculum Committee, and they ask that we reach out to related programs like Marketing to be sure that they have no objections to the proposal going forward.

If you could review the attached and let me know if you anticipate any problems, I would greatly appreciate it.

Thanks,

Lance

Lance Erickson, Ph.D.
Associate Professor of Practice | Retailing and Consumer Science
Norton School of Family and Consumer Sciences
The University of Arizona
650 N. Park Avenue
Tucson, AZ 85721-0078
lerickso@email.arizona.edu
Pronouns: he, him, his