Framingham State University

Program Assessment Plan for Master of Science concentration in Merchandising) (2016-2021)

<table>
<thead>
<tr>
<th>Assessment Coordinator:</th>
<th>Dr. Irene M. Foster</th>
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<tbody>
<tr>
<td>Department Chair:</td>
<td>Professor Pam Sebor-Cable</td>
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<tr>
<td>Date Created/Updated:</td>
<td>November 2016</td>
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1) PROGRAM MISSION STATEMENT
The Master of Science Concentration in Merchandising is designed to provide students with the knowledge, skills, and abilities necessary to provides specialization for retail managers, merchandisers, fashion designers, educators, and those interested in the industry that have an undergraduate degree. The degree is intended for professionals who are employed in the field and need to enhance their theory knowledge and practical skills in specific areas relevant to their present position or future responsibilities, or seek beginning steps in academia. Students will learn the theory and practice of retail merchandising.

2) PROGRAM LEARNING OBJECTIVES
At the completion of the Master of Science concentration in Merchandising program, students will be able to:

1. Evaluate corporate business triple bottom line concept practices: social (people) environmental (planet), and economic (profit) problems including corporations, U.S. trade policies, and agreements.

2. Analyze technologies as they influence sales, management, communication, advertising and promotion related to organizational philosophy, store image, budgeting goals and target markets.

3. Develop problem solving, relationship building, management, and career development techniques.

4. Complete a practicum or thesis demonstrating knowledge, evaluation, using retailing strategies, concepts, theories, and techniques learned in the program.
3) LEARNING OPPORTUNITIES

**Year 1**

**Fall Semester**
- FASH 646 *Fashion Merchandising: Process and Practice* (as needed)
- FASH 927 *Research Methods in Merchandising*
- FASH 936 *Retailing and Consumerism*

**Spring Semester**
- FASH 646 *Fashion Merchandising: Process and Practice* (as needed)
- FASH 916 *Fashion and Retail Theory*
- FASH 947 *Global Market: Dynamics of Retailing*

**Summer Semester**
- FASH 980 *Retail Strategies and Merchandising Management*
- Elective I (see below)

**Year 2**

**Fall Semester**
- Elective II (see below)
- Elective III (see below)

**Spring Semester**
- Elective IV (see below)
- FASH 995 *Practicum in Merchandising* I or
- FASH 985 *Thesis in Merchandising* I

**Summer Semester**
- FASH 996 *Practicum in Merchandising* II or
- FASH 986 *Thesis in Merchandising* II
- *Electives (Choose 4 from below)*
- FASH 933 *Social Responsibility and Ethics in Merchandising*
- FASH 943 *Managerial Strategies for Retailers*
FASH 952 Retail Site, Location and Analysis  
FASH 956 Digital Retailing  
FASH 961 Promotional Strategies in Merchandising  
FASH 972 Product Development and Analysis

4) ASSESSMENT METHODS AND TIMELINE

Indicate when and how program learning objectives will be assessed. Refer to the curriculum map to draft a student learning objective assessment timeline. It is recommended that you outline a 5-year plan for assessment in which you will assess all of your PLOs.

<table>
<thead>
<tr>
<th>Academic Years</th>
<th>Objectives(s)</th>
<th>Course(s)</th>
<th>Assessment Evidence (direct/indirect)</th>
<th>Assessment Method</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHEN Example: Student taking 2 courses a semester</td>
<td>WHICH Objectives(s) will you examine in each period (Use number)?</td>
<td>WHERE will you look for evidence of student learning (i.e., list course(s) that will generate evidence for each objective.</td>
<td>WHAT student work or other evidence will you examine in order to assess each objective?</td>
<td>HOW will you look at the evidence; what means will you use to analyze the evidence collected for each objective</td>
<td>WHO will oversee collecting, analyzing, reporting, results? List names or titles.</td>
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</tbody>
</table>
| Semester 1 Fall | 1, 2, 3 | FASH 927 Research Methods in Merchandising  
FASH 936 Retailing and Consumerism | Research analysis forms  
Consumer Identification | Rubrics | Dr. Irene Foster  
Dr. Haewon Ju |
| Semester 2 Spring | 1, 2, 3 | FASH 916 Fashion and Retail Theory  
FASH 947 Global Market: Dynamics of Retailing | Theory Processes  
Trade analysis | Rubrics | Dr. Irene Foster  
Dr. Haewon Ju |
| Semester 3 Summer | 1, 2, 3 | FASH 980 Retail Strategies and Merchandising Management  
Elective I FASH 952 Retail Site, Location and Analysis | Project proposal  
GIS Analysis | Rubrics | Dr. Irene Foster  
Dr. Haewon Ju |
### Semester 4

#### Fall

| 1, 2, 3 | Elective II FASH 933  
Social Responsibility and Ethics in Merchandising  
Elective III FASH 943  
Managerial Strategies for Retailers | Case analysis re Ethics and Social Responsibility  
Leadership analysis | Rubrics | Dr. Irene Foster  
Dr. Haewon Ju |

### Semester 5

#### Spring

| 1, 2, 3, 4 | Elective IV FASH 961  
Promotional Strategies in Merchandising or FASH 972  
Product Development and Analysis  
FASH 995  
Practicum in Merchandising I  
Or FASH 985  
Thesis in Merchandising I | Promotional campaign  
Product analysis  
Practicum report  
Review of Literature | Rubrics | Dr. Irene Foster  
Dr. Haewon Ju  
Business supervisor  
Dr. Irene Foster  
Dr. Haewon Ju |

### Semester 6

#### Summer

| 1, 2, 3, 4 | FASH 996  
Practicum in Merchandising II or  
FASH 986  
Thesis in Merchandising II | Final Practicum report  
Thesis presentation | Rubrics | Business supervisor  
Dr. Irene Foster  
Dr. Haewon Ju |

**Program Size and Sampling Technique**
a. State the number of students in the program or the number who graduate each year.
24 in program, one graduate August 2016, 5 to graduate spring 2017
New program
b. Describe the sampling technique to be used
c.

5) PLAN FOR ANALYZING RESULTS

- List who is responsible for distributing results and who will receive results?
  Dr. Irene M. Foster
- State how and at which forums discussion of results will take place.
  Unknown at this time

6) DISTRIBUTION. The program will distribute or publish these items in the following ways:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>FSU Catalog (provide section title)</th>
<th>Website (provide URL)</th>
<th>Annual Reports</th>
<th>Brochures</th>
<th>Course Syllabi</th>
<th>Other (please describe, e.g. department meeting, advising session)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Mission</td>
<td>Master of Science concentration in merchandising p. 146</td>
<td><a href="https://www.framingham.edu/academics/graduate-studies/graduate-degree-programs/master-of-science-merchandising/learning-outcomes">https://www.framingham.edu/academics/graduate-studies/graduate-degree-programs/master-of-science-merchandising/learning-outcomes</a></td>
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<tr>
<td>Program Learning Objectives</td>
<td>p. 146</td>
<td><a href="https://www.framingham.edu/academics/graduate-studies/graduate-degree-programs/master-of-science-merchandising/learning-outcomes">https://www.framingham.edu/academics/graduate-studies/graduate-degree-programs/master-of-science-merchandising/learning-outcomes</a></td>
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<tr>
<td>Learning Opportunities</td>
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<tr>
<td>(Curriculum Map)</td>
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<td>Assessment Plan</td>
<td>unknown</td>
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Attach any rubrics or instrumentation that you plan to use for assessment of Program Learning Objectives

Credits: This Template was developed using ideas from templates developed at University of Rhode Island and University of Hawaii in Manoa.