

# School of Merchandising and Hospitality Management

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## Judith C. Forney, Dean

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The School of Merchandising and Hospitality Management offers graduate programs leading to the following degrees:

- Master of Science with a major in hospitality management, and
- Master of Science with a major in merchandising.

The School of Merchandising and Hospitality Management, in collaboration with the College of Business Administration, offers the following dual degrees:

- Master of Business Administration/Master of Science with a major in hospitality management, and
- Master of Business Administration/Master of Science with a major in merchandising.

The programs of study for the Master of Science degrees in merchandising, and hospitality management are offered as resident programs as well as a totally web-based program.

These graduate programs are designed to meet personnel needs in product merchandising and hospitality management. These two fields of study represent high growth global industries with increasing demands for highly skilled leaders who can solve complex problems, create new opportunities in very competitive markets, and have a holistic understanding of the many components that support a successful business venture. Teaching and research focus on the broad concepts of products, service,



resource management, information-exchange technology and total experience management in consumer-driven global markets. Close proximity to a major apparel and home furnishings market complex, major retailers, wholesalers, manufacturers, major hotels, restaurants, and food service businesses provides excellent affiliations and internship opportunities. The Dallas-Fort Worth region is the headquarters for numerous retail, lodging and restaurant companies.

The School of Merchandising and Hospitality Management operates as one unit but is organized into divisions based on the following programs.

## Hospitality Management

The mission of the division of hospitality management is to educate students for management and leadership positions in the hospitality industry and to contribute to the profession through teaching excellence, research, publication, consultation and related service activities. Lea Dopson is chair of the division of hospitality management.

## Merchandising

The mission of the division of merchandising is to integrate educational experiences and research that contribute to critical analyses of merchandising strategies as they relate to the development, distribution, evaluation and use of products that are fashion-oriented and undergo continuous change in the consumer-driven global market. Christy Crutsinger is chair of the division of merchandising.

### Degree Plan

The degree plan is developed in consultation with the student's major professor to meet the specific student needs and career objectives.

## Research

Research in the hospitality management division includes hotel, restaurant, and bed and breakfast operations; legal and regulatory aspects; cost containment; and consumer issues impacting the hospitality industry. Other research interests include quality issues, managerial competencies, food safety, nutrition and dining habits of consumers, tourism, and hospitality education and administration.

Research in the merchandising division focuses on consumer-driven markets and market segmentation for fashion-oriented products. Specific emphases are on merchandising in domestic and global markets and to specific demographic segments. Additional research focuses on merchandising technology, brand extension across apparel and home furnishings, quality service, cross-cultural consumer analyses, non-store retailing, e-commerce, retail employee professional development, evaluative criteria, experiential retailing and tourism shopping, and brand quality.

## Scholarships

Information about the following scholarships may be obtained by writing to the associate dean of the School of Merchandising and Hospitality Management. Completed School of Merchandising and Hospitality Management scholarship applications are due February 1 in the office of the Dean of the School of Merchandising and Hospitality Management. A minimum GPA of 3.0 is required for scholarship application, unless otherwise noted.

To keep a scholarship, the student must maintain:

- 3.0 GPA each term/semester and 3.0 overall GPA;
- status as major in the School of Merchandising and Hospitality Management, taking required courses on degree plan and enrolling in at least one SMHM class per term/semester; and
- full-time status (i.e., 9 credit hours for graduate students).

**The following scholarships may be awarded to either merchandising or hospitality management majors:**

- John W. and Fannie L. Woodruff
- Dean Suzanne V. LaBrecque
- R. L. Cartwright Memorial

**The following scholarships are awarded to merchandising majors:**

- Bettye Bunge MacArthur Memorial Scholarship
- D. Ileana SiFuentes Memorial Scholarship
- Fossil Scholarship
- J.C. Penney Company Scholarship
- Murray Munves Scholarship for Fashion Merchandising
- Nordstrom Merchandising Scholarship
- Pier 1 Imports Scholarship
- Ruth L. Hutcheson Scholarship
- Van Wyk Scholarship

**The following scholarships are awarded to hospitality management majors:**

- Alladin Hussein Endowed Memorial Scholarship
- Banfi Vinters Scholarship
- Ben E. Keith Scholarship
- Billie L. Parker Scholarship
- Chancellor's HRM Scholarship
- City Club of Fort Worth Work/Study Scholarship
- Colin Ridgway Endowed Memorial Scholarship Fund
- Don Paul and Esther Smith Scholarship
- FELCOR Lodging Trust Scholarship
- Gaylord Texan Resort and Convention Center Scholarship
- Hiram Walker Hospitality Scholarship
- Hospitality Management Board of Governors Scholarship
- Jerry W. Dickenson Scholarship in Hotel and Restaurant Management
- Joan Marie and Raymond J. Clay Scholarship
- J. T. Whitaker Endowed Scholarship
- Les Dames d'Escoffier Scholarship
- Lucille Murchison Scholarship
- Marriott International Scholarship
- National Association of College and University Food Services Scholarship
- Network of Executive Women in Hospitality Scholarship
- PFS Scholarship
- Roundtable for Women in Food Service Endowed Scholarship
- Ruby Nell McMahan Ruth Scholarship in Hotel and Restaurant
- Spring Creek Barbecue Scholarship
- Worthington Hotel Endowed Scholarship

## Assistantships

A limited number of graduate teaching and research assistantships are available in the school. Contact the Office of the Dean for information.

## Degree Programs

### Master of Science with a Major in Hospitality Management

#### Admission Requirements

The student must meet the requirements for admission to the Toulouse School of Graduate Studies. Included in these requirements are:

- a bachelor's degree from an accredited university;
- an overall undergraduate GPA of at least 3.0 for the last 60 semester hours of course work or a 2.8 GPA on all undergraduate work;
- acceptable scores on the Graduate Record Examination (GRE) or the GMAT (Contact the department or the Toulouse School of Graduate Studies for information concerning acceptable admission test scores. GRE or GMAT score must be less than 10 years old.);
- a demonstrated proficiency in oral and written English; and
- a minimum of 24 semester hours of undergraduate work in hospitality management or the equivalent; 12 of the 24 hours must be advanced. Students who do not meet the requirements must complete specified prerequisite courses in hospitality management before beginning the graduate program. No single prerequisite course may have a grade lower than B.

#### Degree Requirements

The student must earn a minimum of 36 semester hours.

#### Research Tools

- SMHM 5300, Research Methods in Merchandising and Hospitality Management
- SMHM 5400, Research Applications in Merchandising and Hospitality Management

#### Courses in Major (select 21-24 hours from the following)

- SMHM 5250, Restaurant Development
- SMHM 5280, Hotel and Restaurant Operations: Theory and Analysis
- SMHM 5350, Issues and Trends in Merchandising and Hospitality Management
- SMHM 5440, Consumer Theory
- SMHM 5460, Human Relations in Merchandising and Hospitality Management
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5700, Service Excellence
- SMHM 5750, Electronic Merchandising

- SMHM 5790, Field Experience
- SMHM 5800, Seminar in Merchandising (may be repeated for credit as topics vary)
- SMHM 5830, Legal and Regulatory Aspects of Merchandising and Hospitality Management
- SMHM 5900-5910, Special Problems in Merchandising

**In the required 21-24 hours, a maximum of 6 hours may be included from the following list:**

- SMHM 5000, Study Tour in Hospitality Management
- SMHM 5200, Survey of Beverages
- SMHM 5260, Hospitality Business Strategies
- SMHM 5480, Hospitality Industry Finance
- SMHM 5730, Hotel and Restaurant Management Systems
- SMHM 5820, Facilities Planning, Equipment, Layout and Design
- SMHM 5850, Brand Development

#### Minor (6-9 hours)

A minor usually consists of 6 hours of course work with the same prefix, but up to 9 hours may be taken in courses outside of merchandising with the consent of the dean and the student's major professor.

The thesis option requires 6 hours in a minor area. The non-thesis option requires a minor of 6 or 9 hours.

Recommended minors are marketing, education, computer education and cognitive systems, and business computer information systems.

#### Thesis Option or Non-Thesis Option

The student will select one of the following options.

- **Thesis Option:** This option requires a minimum of 36 semester hours with 24 hours in the student's major area, 6 hours of SMHM 5950, Master's Thesis. The minor must have a minimum of 6 hours from a department outside hospitality management. The student must complete and defend the thesis successfully and submit it for approval.
- **Non-Thesis Option:** This option requires a minimum of 36 semester hours with 24 hours in the student's major area, plus a minor. A minimum of 6 hours must be from a department outside the School of Merchandising and Hospitality Management. The student must pass a written comprehensive exam upon successful completion of all course work.

## Online Master of Science with a Major in Hospitality Management

The student must earn a minimum of 36 semester hours.

### Online Thesis Option

#### SMHM Hospitality Management Core (6 hours)

- SMHM 5250, Restaurant Development
- SMHM 5280, Hotel and Restaurant Operations

#### Research Tools/Minor (6 hours)

- EDER 5050, Educational Research and Evaluation
- EDER 5210, Educational Statistics

#### Thesis Course (6 hours)

- SMHM 5950, Thesis

#### SMHM Courses

##### (select 18 hours, excluding SMHM 5950)

- SMHM 5350, Issues and Trends
- SMHM 5440, Consumer Theory
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5700, Service Excellence
- SMHM 5790, Field Experience
- SMHM 5850, Brand Development
- SMHM 5900 or 5910, Special Problems

#### Minor (0-6 hours)

Courses must be approved by SMHM adviser.

### Online Non-Thesis Option

#### SMHM Hospitality Management Core (6 hours)

- SMHM 5250, Restaurant Development
- SMHM 5280, Hotel and Restaurant Operations

#### Research Tools/Minor (6 hours)

- EDER 5050, Educational Research and Evaluation
- EDER 5210, Educational Statistics

#### SMHM Courses (select 18 hours to 24 hours, excluding SMHM 5950)

- SMHM 5350, Issues and Trends
- SMHM 5440, Consumer Theory
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5700, Service Excellence
- SMHM 5790, Field Experience
- SMHM 5850, Brand Development
- SMHM 5900 or 5910, Special Problems

#### Minor (0-6 hours)

Courses must be approved by SMHM adviser.

## Master of Science with a Major in Merchandising

### Admission Requirements

The student must meet the requirements for admission to the Toulouse School of Graduate Studies. Included in these requirements are:

- a bachelor's degree from an accredited university;
- an overall undergraduate GPA of at least 3.0 for the last 60 semester hours of course work or a 2.8 GPA on all undergraduate work;
- acceptable scores on the Graduate Record Examination (GRE) or the GMAT (Contact the department or the Toulouse School of Graduate Studies for information concerning acceptable admission test scores. GRE or GMAT score must be less than 10 years old.);
- a demonstrated proficiency in oral and written English; and
- a minimum of 24 semester hours of undergraduate work in merchandising, or the equivalent; 12 of the 24 hours must be advanced. Students who do not meet the requirements must complete specified prerequisite courses in merchandising before beginning the graduate program. No single prerequisite course may have a grade lower than B.

### Degree Requirements

The student must earn a minimum of 36 semester hours.

#### Research Tools

- SMHM 5300, Research Methods in Merchandising and Hospitality Management
- SMHM 5400, Research Applications in Merchandising and Hospitality Management

#### Courses in Major

##### (select 21-24 hours from the following)

- SMHM 5240, Merchandising Practices
- SMHM 5350, Issues and Trends in Merchandising and Hospitality Management
- SMHM 5440, Consumer Theory
- SMHM 5460, Human Relations in Merchandising and Hospitality Management
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5650, Global Merchandising
- SMHM 5700, Service Excellence
- SMHM 5750, Electronic Merchandising
- SMHM 5790, Field Experience
- SMHM 5800, Seminar in Merchandising (may be repeated for credit as topics vary)
- SMHM 5830, Legal and Regulatory Aspects of Merchandising and Hospitality Management
- SMHM 5900-5910, Special Problems in Merchandising

**In the required 21-24 hours, a maximum of 6 hours may be included from the following list:**

- SMHM 5000, Merchandising Study Tour
- SMHM 5080, Merchandising Ventures
- SMHM 5090, Virtual Merchandising
- SMHM 5660, Advanced Merchandising Applications
- SMHM 5850, Brand Development

#### **Minor (6-9 hours)**

A minor usually consists of 6 hours, but up to 9 hours may be taken in courses outside of merchandising with the consent of the dean and the student's major professor.

The thesis option requires 6 hours in a minor area. The non-thesis option requires a minor of 6 or 9 hours.

Recommended minors are marketing, education, computer education and cognitive systems, and business computer information systems.

#### **Thesis Option or Non-Thesis Option**

The student will select one of the following options.

- **Thesis Option:** This option requires a minimum of 36 hours with 24 hours in the student's major area, including 6 hours of SMHM 5950, Master's Thesis. The minor must have a minimum of 6 hours from a department outside merchandising. The student must complete and defend the thesis successfully and submit it for approval.
- **Non-Thesis Option:** This option requires a minimum of 36 semester hours with 24 hours in the student's major area, plus a minor. A minimum of 6 hours must be from a department outside the School of Merchandising and Hospitality Management. The student must pass a written comprehensive exam upon successful completion of all course work.

### **Online Master of Science with a Major in Hospitality Merchandising**

The student must earn a minimum of 36 semester hours.

#### **Online Thesis Option**

##### **SMHM Merchandising Core (6 hours)**

- SMHM 5500, Merchandising Strategies
- SMHM 5650, Global Merchandising

##### **Research Tools/Minor (6 hours)**

- EDER 5050, Educational Research and Evaluation
- EDER 5210, Educational Statistics

##### **Thesis Course (6 hours)**

- SMHM 5950, Thesis

#### **SMHM Courses**

**(select 18 hours, excluding SMHM 5950)**

- SMHM 5240, Merchandising Practices
- SMHM 5350, Issues and Trends
- SMHM 5440, Consumer Strategies
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5700, Service Excellence
- SMHM 5790, Field Experience
- SMHM 5850, Brand Development
- SMHM 5900 or 5910, Special Problems

#### **Minor (0-6 hours)**

Courses must be approved by SMHM adviser.

#### **Online Non-Thesis Option**

##### **SMHM Merchandising Core (6 hours)**

- SMHM 5500, Merchandising Strategies
- SMHM 5650, Global Merchandising

##### **Research Tools/Minor (6 hours)**

- EDER 5050, Educational Research and Evaluation
- EDER 5210, Educational Statistics

##### **SMHM Courses (select 18 hours to 24 hours, excluding SMHM 5950)**

- SMHM 5240, Merchandising Practices
- SMHM 5350, Issues and Trends
- SMHM 5440, Consumer Theory
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5700, Service Excellence
- SMHM 5790, Field Experience
- SMHM 5850, Brand Development
- SMHM 5900 or 5910, Special Problems

#### **Minor (0-6 hours)**

Courses must be approved by SMHM adviser.

### **MBA/MS in Hospitality Management and MBA/MS in Merchandising**

The MBA/MS with a major in Hospitality Management and the MBA/MS with a major in Merchandising each require a total of 54 hours for the dual degree. Hospitality management and merchandising courses are offered as residency classes in the evening or in web-based format. MBA courses are offered on weekends and/or evenings. With approval, 12 hours of graduate work may be transferred from another university.

#### **Admission Requirements**

- a bachelor's degree from an accredited university;
- an overall undergraduate GPA of at least 3.0 for the last 60 semester hours of course work or a 2.8 GPA on all undergraduate work;

- an acceptable GRE score; or 450 on GMAT with at least a score in the 25th percentile on verbal and quantitative (refer to MBA background requirements); GRE or GMAT score must be less than 10 years old;
- a score of at least 550 on TOEFL or a graduate of the Intensive English Language Institute at UNT or an undergraduate or graduate degree from an accredited college/university in the U.S. for applicants whose native language is not English;
- 13 semester hours of prerequisite work (12 hours must be advanced) in hospitality management for the MS in hospitality management;
- 12 semester hours in merchandising or a closely related area for the MS in merchandising; and
- 12 hours of background work are required for the MBA (background requirements for the MBA program are outlined in the College of Business Administration section in this catalog).

#### **MS Hospitality Management Prerequisites (17.5-19 hours)**

- SMHM 1420, Food Sanitation (1 hour)
- SMHM 1470, Professional Food Preparation (3 hours)
- SMHM 2480, Hospitality Managerial Accounting (3 hours) or
- ACCT 5020, Accumulation and Analysis of Accounting Data (1.5 hours)
- SMHM 2550, Restaurant Operations I (3 hours)
- SMHM 3700, Hotel Operations (3 hours)
- SMHM 4210, Hospitality Cost Controls (3 hours)
- SMHM 4250, Restaurant Operations II (3 hours)

#### **MS Merchandising Prerequisites (12 hours)**

- SMHM 2490, Introduction to Fashion Merchandising (3 hours) or SMHM 2400, Home Furnishings I (3 hours)
- SMHM 4010, Global Textile and Apparel Industries (3 hours) or SMHM 3380, Home Furnishings Industry (3 hours)
- SMHM 3370, Dress and Human Behavior (3 hours) or SMHM 3750, Consumer Studies in Apparel and Home Furnishings (3 hours) or SMHM 2750, Consumers in a Global Market (3 hours)
- SMHM 3510, Merchandising Problems
- SMHM 4450, Promotion of Apparel and Home Furnishings (3 hours)

#### **Program Requirements**

##### **MBA Required Core (18 hours)**

- ACCT 5130, Accounting for Management
- MGMT 5140, Organizational Behavior and Analysis
- MKTG 5150, Marketing Management
- FINA 5170, Financial Management
- MSCI 5180, Introduction to Decision Making
- BUSI 5190, Administrative Strategy

#### **Specialization in Business (select one area for 12 hours)**

Refer to MBA program for specific requirements for the following:

- Accounting
- Administrative Management
- Finance
- Insurance
- Marketing
- Operations Management Science
- Organizational Behavior and Human Resource Management

#### **MS Hospitality Management (select 24 hours)**

- SMHM 5250, Restaurant Development
- SMHM 5280, Hotel and Restaurant Operation: Theory and Analysis
- SMHM 5300, Research methods in Merchandising and Hospitality Management
- SMHM 5350, Issues and Trends in Merchandising and Hospitality Management
- SMHM 5400, Research Applications in Merchandising and Hospitality Management
- SMHM 5440, Consumer Theory
- SMHM 5460, Human Relations in Merchandising and Hospitality Management
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5700, Service Excellence
- SMHM 5750, Electronic Merchandising
- SMHM 5790, Field Experience
- SMHM 5800, Seminar in Merchandising and Hospitality Management (may be repeated for credit as topics vary)
- SMHM 5830, Regulatory Aspects of Merchandising and Hospitality Management
- SMHM 5900-5910, Special Problems in Merchandising
- SMHM 5950, Masters Thesis

#### **In the required 24 hours, a maximum of 6 hours may be included from the following list:**

- SMHM 5000, Study Tour in Hospitality Management
- SMHM 5200, Survey of Beverages
- SMHM 5260, Hospitality Business Strategies
- SMHM 5480, Hospitality Industry Finance
- SMHM 5730, Hotel and Restaurant Management Systems
- SMHM 5820, Facilities Planning, Equipment Layout and Design
- SMHM 5850, Brand Development

#### **MS Merchandising (select 24 hours)**

- SMHM 5240, Merchandising Practices
- SMHM 5300, Research Methods in Merchandising and Hospitality Management

- SMHM 5350, Issues and Trends in Merchandising and Hospitality Management
- SMHM 5400, Research Applications in Merchandising and Hospitality Management
- SMHM 5440, Consumer Theory
- SMHM 5460, Human Relations in Merchandising and Hospitality Management
- SMHM 5500, Merchandising Strategies
- SMHM 5550, Promotional Strategies
- SMHM 5600, Concept Merchandising
- SMHM 5650, Global Merchandising
- SMHM 5700, Service Excellence
- SMHM 5750, Electronic Merchandising
- SMHM 5790, Field Experience
- SMHM 5800, Seminar in Merchandising and Hospitality Management (may be repeated for credit as topics vary)
- SMHM 5830, Legal and Regulatory Aspects of Merchandising and Hospitality Management
- SMHM 5900-5910, Special Problems in Merchandising
- SMHM 5950, Master's Thesis

**In the required 24 hours, a maximum of 6 hours may be included from the following list:**

- SMHM 5000, Merchandising Study Tour
- SMHM 5080, Merchandising Ventures
- SMHM 5090, Virtual Merchandising
- SMHM 5660, Advanced Merchandising Applications
- SMHM 5850, Brand Development

## Graduate Academic Certificates

### Hospitality Management/Merchandising

The School of Merchandising and Hospitality Management offers a graduate academic certificate in hospitality management and a graduate academic certificate in merchandising. The purpose of these 12-hour graduate certificates is to offer professionals in hospitality, merchandising and retail industries the opportunity to build skills and knowledge in critical analysis and subject content. Admission criteria are the same for non-degree and certification-only students. Upon advisement of the SMHM graduate adviser and the chair of the respective program (hospitality management or merchandising), the student will complete 12 hours of content-based courses in the area of specialization. All 12 hours must be completed through UNT and with SMHM courses. The courses may be completed in residence, online or a combination of both. The merchandising graduate academic certificate program includes 6 semester hours of core courses: SMHM 5440 and 5500; plus 6 elective hours selected from SMHM 5550, 5600, 5650, 5700, 5750 and 5850. The hospitality management graduate academic certificate programs includes 6 semester hours of core courses:

SMHM 5280 and 5350; plus 6 elective hours selected from SMHM 5250, 5460, 5550, 5700, 5830 (Legal and Regulatory Aspects) and 5800 (Entrepreneurship).

Certificate students who choose to continue in a degree program are required to meet all the requirements, including GPA, GRE or GMAT, and prerequisites, of students seeking a degree in the school. Satisfactory work (minimum of a B grade) on graduate courses for the certificate may be applied to a 36-hour master of science degree program upon advisement of the graduate adviser, division chair, and the student's major professor, who will be selected when proceeding for a degree.

## Courses of Instruction

All Courses of Instruction are located in one section at the back of this catalog.

### Course and Subject Guide

The "Course and Subject Guide," found in the Courses of Instruction section of this book, serves as a table of contents and provides quick access to subject areas and prefixes.