



School of Merchandising and Hospitality Management

Main Office
Chilton Hall, Room 331
P.O. Box 311100
Denton, TX 76203-1100
940-565-2436
Fax: 940-565-4348

Web site: www.smhm.unt.edu

Judith C. Forney, Dean

Christy Crutsinger, Associate Dean
Lea Dopson, Chair, Hospitality Management Division
Tammy Kinley, Chair, Merchandising Division

Faculty

Professors Clay, Crutsinger, Forney, Tas. *Associate Professors* Brandon, Connors, Dopson, Josiam, Kennon, Kinley, Knight. *Assistant Professors* Kim, Spears, Xiang, Yang. *Lecturers* Baldwin, Dickenson, Duryea, Hornsby, Jeon, Wilson, Zorola.

Introduction

The School of Merchandising and Hospitality Management's mission is to prepare professionals for careers in the fashion, hospitality and home furnishings industries. Graduates are employed as buyers; manufacturing representatives; showroom managers; product development managers; sourcing specialists; e-merchandisers; department and specialty store managers; restaurant, hotel and club managers; food service directors; catering directors; destination managers; meeting and convention planners; and cruise line hospitality managers.

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 hospitality management division 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 service activities.

Merchandising

The mission of the merchandising division is to integrate education, leadership and research experiences that contribute to critical analyses of merchandising strategies as they relate to the development, distribution, evaluation and use of

fashion-oriented products in the consumer-driven global market. Effective leaders are developed through core competencies that include solving complex problems, generating new knowledge, communicating effectively, and creating new product and business strategies. These core competencies are achieved through innovative curricula, laboratory experiences, applied technology, research activities and industry involvement. A merchandising degree can lead to careers in the multifaceted industry, including product development, manufacturing, wholesaling and retailing.

Academic Advising

Information regarding academic matters is available in the office of the dean. Advising for entering freshmen and transfer students is available from Student Services in the School of Merchandising and Hospitality Management. The associate dean and student services staff answer questions concerning degree audits, application of transfer credit, general academic requirements, policies and procedures and application for graduation, and assist students in the selection and sequencing of courses.

Programs of Study

The school offers undergraduate and graduate programs and certificates in the following areas:

- Bachelor of Science with a major in electronic merchandising;
- Bachelor of Science with a major in home furnishings merchandising;
- Bachelor of Science with a major in hospitality management;
- Bachelor of Science with a major in merchandising;
- Master of Science with a major in hospitality management; and
- Master of Science with a major in merchandising.

Students may pursue teacher certification in Family and Consumer Sciences (grades 8–12) and in Hospitality, Nutrition and Food Science (grades 8–12) under the Bachelor of Science with a major in hospitality management.

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

The School of Merchandising and Hospitality Management offers the following 12-hour graduate academic certificates:

- Merchandising;
- Hospitality management; and
- Event management.

Degree Requirements and the University Core Curriculum

Occasionally a course required for a degree may also satisfy a requirement of the University Core Curriculum. In addition to taking the required course, a student may elect to take a different course from among those available to fulfill that core requirement; doing so, however, may add to the total number of hours required for the degree. Students who have questions regarding degree and core requirements should consult a degree program advisor.

Bachelor of Science

The school offers the Bachelor of Science degree with majors in electronic merchandising, home furnishings merchandising, hospitality management, and merchandising. The school also offers teacher certifications in Family and Consumer Sciences and in Hospitality, Nutrition and Food Science.

Degree Requirements

The following requirements must be satisfied for a Bachelor of Science.

1. **Hours Required and General/School Requirements:** A minimum of 120 semester hours, of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Science degree as specified in the “General University Requirements” in the Academics section of this catalog and the School of Merchandising and Hospitality Management requirements.
2. **Major Requirements:** SMHM Core (SMHM 1450 and 4750 may be used to satisfy Understanding the Human Community requirement of the University Core Curriculum): 15 hours, including SMHM 1450, 3790, 3950, 4750, and 4790; plus the following courses, according to major:

Electronic Merchandising: 33 hours (21 advanced), including SMHM 2090, 2360, 2650, 2750, 3510, 3750, 3850, 4090, 4660, and 4850; plus 3 hours to be selected from SMHM 3570, 4000, 4010, 4080.

Home Furnishings Merchandising: 42 hours (33–36 advanced), including SMHM 2360, 2400, 2655, 3355, 3380, 3405, 3410, 3510, 3570, 3750, 4080, 4400 and 4660; plus 3 hours to be selected from SMHM 2750, 3650, 3850, 4000, 4850.

Hospitality Management: 42 hours (30 advanced), including SMHM 1420 (1), 1470, 1500 (2), 2550, 2800, 3260, 3600, 3700, 4210, 4250, 4730, 4820 and

4860; plus 6 hours to be selected from SMHM 3240, 3920, 4300.

Merchandising: 42 hours (27–30 advanced), including SMHM 1650, 2360, 2490, 2650, 3350, 3370, 3510, 3750, 3850, 4010 and 4660; plus 9 hours to be selected from SMHM 2750, 3650, 4000, 4040, 4080, 4090, 4850.

3. Other Course Requirements:

Electronic Merchandising: Journalism, 3–6 hours: JOUR 2010, 4210; Computer Education and Cognitive Systems, 6 hours: LTEC 3220 and 3260; Business, 18–21 hours: ACCT 2010 and 2020, DSCI 2710, MKTG 3650 and 4600; plus 3–6 hours from the following: MKTG 3720, 4620, 4630. English courses must be sequenced as follows: ENGL 1310 or 1313, 1320 or 2700. Students must complete ECON 1100, MATH 1190 (or higher) or 1400 (or higher) and have a minimum of 45 hours completed before being allowed to enroll in the required upper-division business courses. ACCT 2010 and 2020 must have grades of C or better.

Home Furnishings Merchandising: English courses must be sequenced as follows: ENGL 1310 or 1313, 1320 or 2700. Students must complete ECON 1100 (satisfies Social and Behavioral Sciences requirement of the University Core Curriculum), MATH 1190 (or higher) or 1400 (or higher) and have a minimum of 45 hours completed before being allowed to enroll in the required upper-division business courses. ACCT 2010 and 2020 must have grades of C or better..

Hospitality Management: English courses must be sequenced as follows: ENGL 1310 or 1313, 1320 or 2700. Students must complete MGMT 3720, ECON 1110 (satisfies Social and Behavioral Sciences requirement), MATH 1100 or higher (satisfies Mathematics requirement), and BIOL 2381/2382 or BIOL 1112 (satisfies a portion of the Natural Sciences requirement of the University Core Curriculum). Students must choose one of the following two options:

- **Hospitality Industry Business Option:** SMHM 2280, 2480, 3200, 3300 and 4480; or
- **Business Foundations Option** (will lead to a business minor): ACCT 2010, ACCT 2020, BLAW 3430, FINA 3770 and MKTG 3650. Must have a minimum of 45 hours completed before being allowed to enroll in the required upper-division business course. ACCT 2010 and 2020 must have grades of C or better if taking the Business Foundations Option.

Merchandising: English courses must be sequenced as follows: ENGL 1310 or 1313, 1320 or 2700. Students must complete ECON 1100 (satisfies Social and Behavioral Sciences requirement of the University Core Curriculum), MATH 1190 (or higher) or

1400 (or higher) and have a minimum of 45 hours completed before being allowed to enroll in the required upper-division business course. ACCT 2010 and 2020 must have grades of C or better.

4. **Minor Requirements:** Two business option minors of 18 hours each:

Home Furnishings Merchandising:

Option 1 (Business Foundations Minor): ACCT 2010, 2020; MGMT 3720; MKTG 3650, 4600; and FINA 3770.

Option 2: ACCT 2010; LSCM 3960; MKTG 3650, 4520, 4600 and 4630.

Merchandising:

Option 1 (Business Foundations Minor): ACCT 2010, 2020; MGMT 3720; MKTG 3650, 4600; and FINA 3770.

Option 2: ACCT 2010; LSCM 3960; MKTG 3650, 4520, 4600 and 4630.

5. Electives:

Electronic Merchandising: 6 hours.

Home Furnishings Merchandising: 3 hours.

Hospitality Management: 9 hours.

Merchandising: 9 hours.

6. GPA Requirements:

- It is required that students entering the School of Merchandising and Hospitality Management have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.
- A grade of C or above must be earned in each merchandising and hospitality management (SMHM) course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:
 - a. A minimum of 2.25 grade point average in the professional field, with minimum grades of C required in all merchandising and hospitality management (SMHM) courses;
 - b. A minimum of 2.25 grade point average in all courses completed at UNT; and
 - c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

Degree Requirements – Teacher Certification

The school offers the Bachelor of Science degree with a major in hospitality management leading to certification in Family and Consumer Sciences (grades 8–12) and Hospitality, Nutrition and Food Science (grades 8–12).

1. Hours Required and General/College Requirements: A minimum of 120–129 semester hours of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Science degree as specified in the “General University Requirements” in the Academics section of this catalog and the School of Merchandising and Hospitality Management requirements, plus requirements for teacher certification as outlined by the College of Education.

2. Major Requirements:

Family and Consumer Sciences: 64 hours, including EDEC 4243, DFST 2033, 2313, 3113, 3123, 3323, 4011, 4233, 4253, 4413, 4433; SMHM 1420, 1450 (may be used to satisfy a portion of the Understanding the Human Community requirement of the University Core Curriculum), 1470, 1500, 1650, 2400, 2550, 2650, 3450 3700, 3750, 4750 (may be used to satisfy a portion of the Understanding the Human Community requirement of the University Core Curriculum); 6 hours (advanced) from hospitality management.

Hospitality, Nutrition and Food Science: 60 hours, including DFST 4133, 4413; SMHM 1420, 1450 (may be used to satisfy a portion of the Understanding the Human Community requirement of the University Core Curriculum), 1470, 1500, 2550, 2800, 3260, 3450, 3700, 3790, 4210, 4250, 4730, 4750 (may be used to satisfy a portion of the Understanding the Human Community requirement of the University Core Curriculum), 4790, 4820; 12 hours of electives.

3. Other Course Requirements (3 hours): DFST 1013 (may be used to satisfy the Social and Behavioral Sciences requirement of the University Core Curriculum).

4. Electives: See major requirements.

5. Other Requirements:

- a. **Admission to Teacher Education:** Prior to enrolling in the first education courses, students must have:
 - completed a minimum of 60 semester hours, including the University Core Curriculum. (See “General University Requirements” in the Academics section of this catalog. Programs in teacher education require specific courses contained in parts of the University Core Curriculum to satisfy particular degree requirements. Students should consult program advisors for best choices in the core.);
 - a 2.75 UNT GPA;
 - a 2.75 overall GPA (includes courses transferred to UNT, plus all courses taken at UNT);
 - passed the THEA test (with test scores of 240 reading; 230 math and 220 writing; contact

the Student Advising Office in Matthews Hall, Room 105, for further information on the THEA requirement); and

- formally applied and been admitted to Teacher Education through the College of Education Student Advising Office in Matthews Hall, Room 105.
- b. **Professional Education Requirements (21 hours):**
 - Pedagogy (12 hours): EDSE 3800, 3830, 4070, 4840;
 - Reading/English/Language Arts (3 hours): EDSE 4060;
 - Internship (Student Teaching) (6 hours): EDSE 4108-4118.
 - c. **Eligibility for Teacher Certification and Endorsements:** Teacher certification is a function of the State Board for Educator Certification. Completion of the bachelor’s degree and the required education courses does not necessarily result in certification by the agency. In order to receive recommendation for teacher certification through the University of North Texas, students must have:
 - successfully completed an approved teacher education program for the preparation of secondary teachers;
 - successfully completed student teaching, including attendance at appropriate seminars and passing a comprehensive teacher preparation examination; and
 - passed the content examination from the American Association of Family and Consumer Sciences.

Students completing course requirements for the Family and Consumer Sciences teacher certificate will be eligible to apply to the American Association of Family and Consumer Sciences for the Certified Family and Consumer Science credential.

Degree Audit

Each student should have a degree audit prepared by the School of Merchandising and Hospitality Management Student Services. This degree audit should be made by the end of the freshman year. Transfer students should have degree audits prepared during their first term/semester at UNT.

Minors in Merchandising and Hospitality Management

The minor requires at least 18 hours, including 6 advanced. To receive a minor in any of the Merchandising and Hospitality Management programs, a grade of C or above must be earned in each Merchandising and Hospitality Management (SMHM) course completed in residence or transferred to UNT.

Minor in Hospitality Management

SMHM 1420, 1450*, 1470, 1500 and 2800, plus two of the following courses: SMHM 2550, 3260, 3700, 3920, 4210, 4300 and 4750*.

* SMHM 1450, *Principles of Nutrition*, and SMHM 4750, *Managing a Diverse Workforce* satisfy the *Understanding the Human Community* requirement of the *University Core Curriculum*.

Minor in Home Furnishings Merchandising

SMHM 2360, 2400, 3350, 3570 and 4400; plus 3 hours to be selected from: SMHM 3750, 3850, 4080, and 4850.

Minor in Merchandising with a Fashion Emphasis

SMHM 1650, 2490, 2650, 3370 and 4010, plus one of the following courses: SMHM 3350, 3650, 4000 or 4080.

Minor in Merchandising with a Fashion Merchandise Development Emphasis

SMHM 1650, 2490, 2650, 3650 and 4850, plus one of the following courses: SMHM 3750, 4000, 4010, 4080 or 4090.

Scholarships

Information about the following scholarships may be obtained by writing to the Associate Dean, School of Merchandising and Hospitality Management, P.O. Box 311100, Denton, TX 76203-1100.

Completed 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 academic awards, unless otherwise noted. To keep a scholarship, a student must maintain:

- 3.0 GPA each term/semester and 3.0 overall GPA;
- status as a major in the School of Merchandising and Hospitality Management, taking required courses on degree audit and enrolling in at least one SMHM class per term/semester;
- full-time status (i.e., 12 credit hours for undergraduate students and 9 credit hours for graduate students); and
- active status as a SMHM Student Ambassador.

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

Boby J. Riney– Sophomore
 Dean Suzanne V. LaBrecque
 Ellen L. Flottman– Junior
 Florence I. Scouler
 Associate Dean Johnny Sue Reynolds
 Merchandising and Hospitality Management
 Freshman

R. L. Cartwright
 Woodruff Memorial

The following scholarships are awarded to merchandising majors:

Bette Bunge MacArthur Memorial
 Fossil
 Furniture Library Association Award
 Jack Finger Memorial
 JC Penney Company
 Merchandising Board of Governors
 Murray Munves
 Nordstrom
 Pier 1 Imports
 Sally Beauty Supply
 Van Wyk

The following scholarships are awarded to hospitality management majors:

Alicia Hawkins Memorial
 Alladin Hussein Memorial
 Banfi Vintners
 Ben E. Keith
 Billie L. Parker
 Chancellor's Hotel and Restaurant Management
 City Club of Fort Worth
 Colin Ridgway Memorial
 Don Paul and Esther Smith Memorial
 Dr. Lea R. Dopson
 Dr. Richard F. Tas
 Felcor Lodging Trust Fund
 Gaylord Texas Resort and Convention Center
 Gregory S. and Barbara Hirsch
 Guerra Family Endowment
 Hiram Walker Hospitality
 Hospitality Management Board of Governors
 Hyatt Regency Dallas
 Jerry W. Dickenson
 Joan Marie and Raymond J. Clay
 Joyce, Milton and Tyler Duesman
 J. Willard and Alice S. Marriott Foundation
 J.T. Whitaker
 J.W. Marriott Hospitality
 Kentucky Fried Chicken
 Les Dames d'Escoffier
 Luby's, Inc.
 Lucille Murchison
 Marriott Hotel and Restaurant Management
 National Association of College and University
 Food Services (NACUFS), Region VII
 Network of Executive Women in Hospitality (NEWH)

Phillip J. Romano Scholarship in Hospitality
Management

PFS

Roundtable for Women in Foodservice

Ruby Nell McMahan Ruth

Spring Creek Barbeque

Texas Hill Country Wine and Food Festival

T.G.I. Friday's

Accreditation

The hospitality management program is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) [P.O. Box 400, Oxford, MD 21654; 410-226-5527].

Graduate Study

For information on graduate study, consult the *Graduate Catalog*.

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.