

School of Merchandising and Hospitality Management

Main Office
Chilton Hall, Room 331
Mailing address:
1155 Union Circle #311100
Denton, TX 76203-5017
940-565-2436
Fax: 940-565-4348
Web site: www.smhm.unt.edu

Judith C. Forney, Dean

Christy Crutsinger, Associate Dean
Dee K. Knight, Associate Dean
Lea Dopson, Chair, Hospitality Management
Division
Tammy Kinley, Chair, Merchandising Division

Faculty

Baldwin, Brandon, Clay, Connors, Crutsinger, Dickenson, Dopson, Duryea, Forney, Foster, Jeon, Josiam, Kennon, H-J. Kim, J. Kim, Kinley, Knight, Malave, Maunder, Pookulangara, Spears, Tas, Wilson, Xiang, Yang, Youn, 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 in the hospitality industry and to lead the profession through excellence in teaching, research and service.

The Hospitality Management program at UNT features a unique laboratory environment. Students put theory into practice in a state-of-the-art student-operated restaurant on campus and through work experiences and internships at hospitality operations in the Dallas-Fort Worth region.

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;
- Master of Science with a major in international sustainable tourism*;
- Master of Science with a major in merchandising.

*New major pending approval by the Texas Higher Education Coordinating Board.

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, 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: 15 hours, including SMHM 1450, SMHM 3790, SMHM 3950, SMHM 4750 and SMHM 4790 (SMHM 1450 and SMHM 4750 may be used to satisfy the

Understanding the Human Community requirement of the University Core Curriculum); plus the following courses, according to major: :

Electronic Merchandising: 36 hours (24–27 advanced), including SMHM 2090, SMHM 2360, SMHM 2750, SMHM 3090, SMHM 3510, SMHM 4090, SMHM 4510 and SMHM 4660; plus 6 hours to be selected from one of the following pairs of classes: SMHM 1650 and SMHM 2650, or SMHM 2655 and SMHM 3570, or SMHM 2800 and SMHM 3300; plus 6 hours to be selected from SMHM 3850, SMHM 4000, SMHM 4020, SMHM 4080, SMHM 4800, and SMHM 4850.

Home Furnishings Merchandising: 48 hours (36 advanced), including SMHM 2360, SMHM 2400, SMHM 2655, SMHM 2750, SMHM 3355, SMHM 3380, SMHM 3405, SMHM 3410, SMHM 3510, SMHM 3570, SMHM 3750, SMHM 4080, SMHM 4400, SMHM 4510, SMHM 4660; plus 6 hours to be selected from SMHM 3090, SMHM 3650, SMHM 3750, SMHM 3850, SMHM 4000, SMHM 4020, SMHM 4040, SMHM 4800, SMHM 4850, and GEOG 4220.

Hospitality Management: 42 hours (33 advanced), including SMHM 1420 (1), SMHM 1470, SMHM 1500 (2), SMHM 2800, SMHM 3250, SMHM 3260, SMHM 3600, SMHM 3700, SMHM 3800, SMHM 4210, SMHM 4250, SMHM 4820 and SMHM 4860; plus 6 hours to be selected from SMHM 3090, SMHM 3240, SMHM 3920, SMHM 4000, SMHM 4300.

Merchandising: 48 hours (33 advanced), including SMHM 1650, SMHM 2360, SMHM 2490, SMHM 2650, SMHM 2750, SMHM 3350, SMHM 3370, SMHM 3510, SMHM 3750, SMHM 3850, SMHM 4010, SMHM 4510 and SMHM 4660; plus 9 hours to be selected from SMHM 3090, SMHM 3570, SMHM 3650, SMHM 4000, SMHM 4020, SMHM 4040, SMHM 4080, SMHM 4800, SMHM 4850 and GEOG 4220.

3. Other Course Requirements:

Electronic Merchandising: Journalism, 6 hours: JOUR 2010 or JOUR 2420, and JOUR 3040 or JOUR 4012; Business, 21 hours: ACCT 2010, DSCI 2710, LSCM 3960, MKTG 3650, MKTG 3720, MKTG 4620 and MKTG 4630. Students must take one of the following: MUMH 1600, MUMH 2040, MUMH 3000 or MUMH 3010 (any of which satisfy the Visual and Performing Arts requirement of the University Core Curriculum). English courses must be sequenced as follows: ENGL 1310 or ENGL 1313, ENGL 1320 or TECM 2700. Students must complete ECON 1100, MATH 1100, MATH 1190, MATH 1580, MATH 1581 or MATH 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 ACCT 2020 must have grades of C or better.

Home Furnishings Merchandising: English courses must be sequenced as follows: ENGL 1310 or ENGL 1313, ENGL 1320 or TECM 2700. Students must complete ECON 1100 (satisfies Social and Behavioral Sciences requirement of the University Core Curriculum), MATH 1100, MATH 1190, MATH 1680, MATH 1681 or MATH 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 ACCT 2020 must have grades of C or better.

Hospitality Management: English courses must be sequenced as follows: ENGL 1310 or ENGL 1313, ENGL 1320 or TECM 2700. Students must complete ECON 1110 (satisfies Social and Behavioral Sciences requirement), SMHM 2460, Nutrition Science, is recommended (satisfies a portion of the Natural Sciences requirement). Students must choose one of the following two options:

- **Hospitality Industry Business Option:** SMHM 2280, SMHM 2480, SMHM 2860, SMHM 3200, SMHM 3300 and SMHM 4480; or
- **Business Foundations Option** (will lead to a business minor - general business track): ACCT 2010, ACCT 2020, BLAW 3430, FINA 3770, MGMT 3720 and MKTG 3650. See College of Business section in this catalog for additional requirements for the business minor.

Merchandising: English courses must be sequenced as follows: ENGL 1310 or ENGL 1313, ENGL 1320 or TECM 2700. Students must complete ECON 1100 (satisfies Social and Behavioral Sciences requirement of the University Core Curriculum), MATH 1100, MATH 1190, MATH 1680, MATH 1681 or MATH 1400 and have a minimum of 45 hours completed before being allowed to enroll in the required upper-division business course. ACCT 2010 and ACCT 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, ACCT 2020; MGMT 3720; MKTG 3650; and FINA 3770, and one of the following: MGMT 3880, MGMT 4470, LSCM 3960 or MKTG 4600.

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

Merchandising:

Option 1 (Business Foundations Minor): ACCT 2010, ACCT 2020; MGMT 3720; MKTG 3650; FINA 3770 and one of the following: MGMT 3880, MGMT 4470, LSCM 3960 or MKTG 4600.

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

5. **Electives:**

Electronic Merchandising: 6 hours.

Home Furnishings Merchandising: 3 hours.

Hospitality Management: 9 hours.

Merchandising: 3 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, DFST 2313, DFST 3113, DFST 3123, DFST 3323, DFST 4011, DFST 4233, DFST 4253, DFST 4413, DFST 4433; SMHM 1420, SMHM 1450 (may be used to satisfy a portion of the Understanding the Human Community

requirement of the University Core Curriculum), SMHM 1470, SMHM 1500, SMHM 1650, SMHM 2400, SMHM 3250, SMHM 2650, SMHM 3450, SMHM 3700, SMHM 3750, SMHM 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, DFST 4413; SMHM 1420, SMHM 1450 (may be used to satisfy a portion of the Understanding the Human Community requirement of the University Core Curriculum), SMHM 1470, SMHM 1500, SMHM 3250, SMHM 2800, SMHM 3260, SMHM 3450, SMHM 3700, SMHM 3790, SMHM 4210, SMHM 4250, SMHM 4730, SMHM 4750 (may be used to satisfy a portion of the Understanding the Human Community requirement of the University Core Curriculum), SMHM 4790, SMHM 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, EDSE 3830, EDSE 4070, EDSE 4840;

- Reading/English/Language Arts (3 hours): EDSE 4060;
- Internship (Student Teaching) (6 hours): EDSE 4108-EDSE 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

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.

Hospitality Management

SMHM 1420, SMHM 1450*, SMHM 1470, SMHM 1500 and SMHM 2800, plus two of the following courses: SMHM 2480, SMHM 3260, SMHM 3700, SMHM 3920, SMHM 4300 and SMHM 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.

Home Furnishings Merchandising

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

Merchandising with a Fashion Emphasis

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

Merchandising with a Fashion Merchandise Development Emphasis

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

Scholarships

Information about the following scholarships may be obtained by writing to the Associate Dean, School of Merchandising and Hospitality Management, 1155 Union Circle #311100, Denton, TX 76203-5017.

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; and
- full-time status (i.e., 12 credit hours for undergraduate students and 9 credit hours for graduate students).

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
 R. L. Cartwright Memorial
 Woodruff Memorial

The following scholarships are awarded to merchandising majors:

Apparel Group Ltd.
 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

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

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.