Program of Study: Retailing – Bachelor of Science (B.S.)
Fashion Merchandising Concentration
College of Hospitality, Retail, and Sport Management
Retailing Department
Catalog Year: 2018-2019

Program of Study

Degree Requirements (120 hours)

1. **Carolina Core (31-43 hours)**
   a. **CMW** (6 hours) –*must be passed with a grade of C or higher*
      i. ENGL 101 - Critical Reading and Composition
      ii. ENGL 102 - Rhetoric and Composition
   b. **ARP** (6-8 hours)
      i. Option One:
         1. MATH 122 - Calculus for Business Administration and Social Sciences
         2. Plus an additional course from one of the following:
            a. Mathematics at a higher level (except MATH 221 and MATH 222)
            b. One STAT course
            c. One CSCE course
      ii. Option Two -Choose two courses in the same field, except MATH, from either:
         1. STAT
         2. CSCE
   c. **SCI** (7 hours): Two approved Carolina Core courses from the natural sciences including one laboratory selected from Astronomy, Biology, Chemistry, Environmental Science, Geology, Marine Science or Physics
   d. **GFL** (0-6 hours): College of HRSM students must demonstrate proficiency in a foreign language by achieving a score of 2 or higher on the foreign language placement test or by completing one foreign language course through 110 or 121.
   e. **GHS** (3 hours): any approved CC-GHS course
   f. **GSS** (3 hours): any approved CC-GSS course
   g. **AIU** (3 hours): any approved CC-AIU course

   Carolina Core Stand Alone or Overlay Eligible Requirements:
   Up to two of these requirements may be met in overlay courses. At least one of these requirements must be satisfied by a course not applied elsewhere in general education. (3-9 Hours)

   h. **CMS** (3 hours)
      i. SPCH 140 - Public Communication
      ii. SPCH 230 - Business and Professional Speaking
   i. **INF** (0-3 hours): any approved overlay or stand-alone CC-INF course
   j. **VSR** (0-3 hours): any approved overlay or stand-alone CC-VSR course

2. **College Requirements (21 hours)** –*must be passed with a grade of C or higher*
   a. HRSM 301 - HRSM Professional Development Seminar
   b. HRTM 344 - Personnel Organization and Supervision
   c. RETL 242 - HRSM Professional Communications
   d. SPTE 274 - Computer Applications in Hospitality, Retail, & Sport Management
   e. RETL 261 - Principles of Accounting I
   f. RETL 262 - Principles of Accounting II
   g. SPTE 240 - Business Law

3. **Program Requirements (8-20 hours)**
   a. **Supporting Courses** (6 hours)
      i. ECON 224 - Introduction to Economics
      ii. MKTG 350 - Principles of Marketing –*must be passed with a grade of C or higher*

3/27/2018

b. **Electives** (2-14 hours): The Retailing major curriculum includes 0-11 hours of approved (free) electives, depending on how students fulfill the Carolina Core requirements and whether or not students choose a minor.

4. **Major Requirements (48 hours)** –*a minimum grade of C is required in all major courses*
   a. **Major Courses** (27 hours)
      i. RETL 265 - Principles of Retailing
      ii. RETL 295 - Retailing Practicum
      iii. RETL 366 - Retail Buying
      iv. RETL 369 - Retail Promotion
      v. RETL 425 - Retail Shopper Analysis
      vi. RETL 485 - Multi-National Retailing
      vii. RETL 495 - Retailing Internship Major Electives (12 hours)
         - Restricted to retailing majors.
         - Students in RETL 495 may enroll in up to 7 additional credits for a total of 13 credit hours. Students will not be permitted to enroll in more than 13 total credit hours while completing RETL 495.
         - It is strongly recommended that students do not take additional courses while completing RETL 495.
         - Course is offered fall, spring and summer; summer is the preferred time for students to complete the course.
         - Students are responsible for securing their own internship and should contact the internship director for assistance and resources to identify and apply for opportunities of interest.
   b. **Fashion Merchandising Concentration** (21 hours)
      i. **Required Courses** (15 hours):
         1. RETL 268 - Principles of Fashion Merchandising
         2. RETL 365 - Visual Merchandising and Store Design
         3. RETL 368 - Fashion Product Analysis
         4. RETL 388 - Fashion Forecasting
         5. RETL 462 - Merchandise Management Strategies
      ii. **Additional hours of RETL courses selected from the following** (6 hours):
         1. RETL 115 - Fashion through the Ages: 3000 B.C. to 1800 A.D.
         2. RETL 116 - Fashion Through the Ages: 1800 A.D. to Present
         3. RETL 201 - Exploration of Retail Management and Fashion Merchandising Industries
         4. RETL 216 - History of Designers
         5. RETL 237 - The Changing Consumer Marketplace
         6. RETL 310 - Digital Retailing
         7. RETL 330 - Asset Protection for Retailers
         8. RETL 350 - Sales Strategies
         9. RETL 351 - Small Business Organization and Operation
         10. RETL 460 - Retail Branding Strategies
         11. RETL 487 - Retail Management Strategies
         12. RETL 530 - Fashion and the Law
         13. RETL 551 - Advanced Retail Business Planning
         14. RETL 562 - Advanced Merchandise Management Strategies
         15. RETL 590 - Special Topics in Retail Management
         16. RETL 592 - Retailing/Fashion Merchandising Field Study