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
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. Retail Management Concentration (21 hours)
   i. Required Courses (15 hours):
      1. RETL 310 - Digital Retailing
      2. RETL 330 - Asset Protection for Retailers
      3. RETL 350 - Sales Strategies
      4. RETL 351 - Small Business Organization and Operation
      5. RETL 487 - Retail Management Strategies
   ii. Additional hours of RETL courses selected from the following (6 hours):
      1. RETL 201 - Exploration of Retail Management and Fashion Merchandising Industries
      2. RETL 237 - The Changing Consumer Marketplace
      3. RETL 268 - Principles of Fashion Merchandising
      4. RETL 365 - Visual Merchandising and Store Design
      5. RETL 368 - Fashion Product Analysis
      6. RETL 388 - Fashion Forecasting
      7. RETL 460 - Retail Branding Strategies
      8. RETL 462 - Merchandise Management Strategies
      9. RETL 525 - Law for Retailers
     10. RETL 551 - Advanced Retail Business Planning
     11. RETL 562 - Advanced Merchandise Management Strategies
     12. RETL 590 - Special Topics in Retail Management
     13. RETL 592 - Retailing/Fashion Merchandising Field Study