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. **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