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

   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