



## 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