



Fashion Merchandising & Digital Innovations Concentration
College of Hospitality, Retail, and Sport Management

Retailing Department Bulletin Year: 2024-2025

This course plan is a recommended sequence for this major. Courses designated as critical (!) may have a deadline for completion and/or affect time to graduation. Please see the Program Notes section for details regarding "critical courses" for this particular Program of Study.

Critical  Course Subject and Title  Hours Grade   Grade   GPA    Code   Prerequisites   Notes    Semester One (15 Credit Hours)    1 ENGL 101 Critical Reading and Composition   3   C    CC-CMW    Control Common Control Common	the Progran	n Notes section for details regarding "critical courses" for this p					-	
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Foreign Languages or other Carolina Core Requirement*  Semester Four (12 Credit Hours)  I RETL 295 Retailing Practicums* I RETL 262 Principles of Accounting II 3 C CR RETL 261 Foreign Languages* or other Carolina Core Requirement* Carolina Core Requirement* or Approved Elective* I RETL 306 Retail Buying 3 C MR RETL 261; Junior or Senior standing RETL 310 Digital Retailing 3 C MR D or better in RETL 265 HTMT 344 Personnel Organization & Supervision 3 C CR Semester Five (12-13 Credit Hours)  RETL 365 Visual Merchandising & Store Design 3 C MR RETL 365 Visual Merchandising & Store Design 3 C MR RETL 365 Visual Merchandising & Store Design 3 C MR RETL Elective* 3 C MR RETL 265 Carolina Core Requirement* or Approved Elective* 3 C CR Semester Six (12 Credit Hours)  RETL 365 Visual Merchandising & Store Design 3 C MR RETL Elective* 3 C MR RETL 267 CAR Semester Six (12 Credit Hours)  RETL 368 Retail Retailing 3 C MR RETL Elective* 3 C MR RETL 267 CAR Semester Six (12 Credit Hours)  RETL 368 Retail Retailing 3 C MR RETL 369 Retail Promotion 3 C MR RETL 368 Retail No Product Analysis 3 C MR RETL 368 Retail Promotion 3 C MR RETL 368 Retail Retailing 3 C MR RETL 368 RETL 365 Visual Merchandise Management Strategies 3 C MR RETL 365 Visual Retail and Fashion 3 C MR RETL 365 Visual Retail and Fashion 3 C MR RETL 365 Visual Retail and Fashion 3 C MR RETL 365 Visual Retail Retailing Approved Elective* 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship*  RETL 495 Retailing Internship*  RETL 495 Retailing Internship*  RETL 495 Retailing Internship*			3	C		MR		
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Semester Seven (15 Credit Hours)  RETL 485 Multi-National Retailing 3 C MR  RETL 369 Retail Promotion 3 C MR  ! RETL 368 Fashion Product Analysis 3 C MR  RETL Elective <sup>8</sup> 3 C MR  Carolina Core Requirement <sup>4</sup> or Approved Elective <sup>7</sup> 3 CC/PR  Semester Eight (14 Credit Hours)  RETL 462 Merchandise Management Strategies 3 C MR  RETL 425 Customer Experience Management 3 C MR C or better in RETL 265; Junior or Senior standing  RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 3 C CR  Approved Elective <sup>7</sup> 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director		SPTE 274 Computer Applications in HRSM	3	С		CR		
RETL 485 Multi-National Retailing  RETL 369 Retail Promotion  RETL 369 Retail Promotion  RETL 368 Fashion Product Analysis  RETL Elective <sup>8</sup> Carolina Core Requirement <sup>4</sup> or Approved Elective <sup>7</sup> Semester Eight (14 Credit Hours)  RETL 462 Merchandise Management Strategies  RETL 462 Merchandise Management  RETL 425 Customer Experience Management  RETL 385 Global Sourcing in Retail and Fashion  RETL 385 Retailing Internship <sup>8</sup> RETL 495 Retailing Internship <sup>9</sup> RETL 495 Retailing Internship <sup>9</sup> RETL 495 Retailing Internship <sup>9</sup> RETL 295; Completion of required paperwork & internship director						CC/PR		
RETL 369 Retail Promotion  ! RETL 368 Fashion Product Analysis 3 C MR  RETL Elective³ 3 C MR  Carolina Core Requirement⁴ or Approved Elective⁻ 3 CC/PR  Semester Eight (14 Credit Hours)  RETL 462 Merchandise Management Strategies 3 C MR RETL 366 & 368; Junior or Senior standing  RETL 425 Customer Experience Management 3 C MR C or better in RETL 265; Junior or Senior standing  RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 3 C CR  Approved Elective⁻ 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship³ 6 C MR RETL 295; Completion of required paperwork & internship director	Semest	er Seven (15 Credit Hours)						
!       RETL 368 Fashion Product Analysis       3       C       MR         RETL Elective <sup>8</sup> 3       C       MR         Carolina Core Requirement <sup>4</sup> or Approved Elective <sup>7</sup> 3       CC/PR         Semester Eight (14 Credit Hours)         RETL 462 Merchandise Management Strategies       3       C       MR       RETL 366 & 368; Junior or Senior standing         RETL 425 Customer Experience Management       3       C       MR       C or better in RETL 265; Junior or Senior standing         RETL 385 Global Sourcing in Retail and Fashion       3       C       MR       RETL 261 & 265; Junior or Senior standing         HRSM 301 Professional Development Seminar       3       C       CR         Approved Elective <sup>7</sup> 2       PR         Summer (6 Credit Hours)       RETL 495 Retailing Internship <sup>9</sup> 6       C       MR RETL 295; Completion of required paperwork & internship director		RETL 485 Multi-National Retailing	3	С		MR	Junior or Senior standing	
RETL Elective <sup>8</sup> Carolina Core Requirement <sup>4</sup> or Approved Elective <sup>7</sup> 3 CC/PR  Semester Eight (14 Credit Hours)  RETL 462 Merchandise Management Strategies 3 C MR RETL 366 & 368; Junior or Senior standing  RETL 425 Customer Experience Management 3 C MR C or better in RETL 265; Junior or Senior standing  RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 4 Approved Elective <sup>7</sup> 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director			3	С		MR	-	
Carolina Core Requirement <sup>4</sup> or Approved Elective <sup>7</sup> 3 CC/PR  Semester Eight (14 Credit Hours)  RETL 462 Merchandise Management Strategies 3 C MR RETL 366 & 368; Junior or Senior standing  RETL 425 Customer Experience Management 3 C MR C or better in RETL 265; Junior or Senior standing  RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 3 C CR Approved Elective <sup>7</sup> 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director	!							<u> </u>
RETL 462 Merchandise Management Strategies   3   C   MR   RETL 366 & 368; Junior or Senior standing			3	С				<u> </u>
RETL 462 Merchandise Management Strategies 3 C MR RETL 366 & 368; Junior or Senior standing  RETL 425 Customer Experience Management 3 C MR C or better in RETL 265; Junior or Senior standing  RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 3 C CR Approved Elective 7 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship 9 6 C MR RETL 295; Completion of required paperwork & internship director		Carolina Core Requirement <sup>4</sup> or Approved Elective <sup>7</sup>	3					
RETL 425 Customer Experience Management 3 C MR C or better in RETL 265; Junior or Senior standing  RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 3 C CR Approved Elective <sup>7</sup> 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director	Semest	er Eight (14 Credit Hours)						
RETL 425 Customer Experience Management 3 C MR C or better in RETL 265; Junior or Senior standing  RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 3 C CR Approved Elective <sup>7</sup> 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director		RETL 462 Merchandise Management Strategies	3	С		MR	standing	
RETL 385 Global Sourcing in Retail and Fashion 3 C MR RETL 261 & 265; Junior or Senior standing  HRSM 301 Professional Development Seminar 3 C CR Approved Elective <sup>7</sup> 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director		RETL 425 Customer Experience Management	3	С		MR	C or better in RETL 265; Junior or	
HRSM 301 Professional Development Seminar Approved Elective <sup>7</sup> 2 PR  Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director		RETL 385 Global Sourcing in Retail and Fashion	3	С		MR	RETL 261 & 265; Junior or Senior	
Approved Elective <sup>7</sup> Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required paperwork & internship director		HRSM 301 Professional Development Seminar	3	С		CR	- 9	
Summer (6 Credit Hours)  RETL 495 Retailing Internship <sup>9</sup> 6 C MR RETL 295; Completion of required CC-INT paperwork & internship director								
RETL 495 Retailing Internship <sup>9</sup> 6  C  MR  RETL 295; Completion of required CC-INT paperwork & internship director	Summe	r (6 Credit Hours)						
			6	С				
		·				CC-INT	paperwork & internship director approval	

**Graduation Requirements Summary** 

Minimum Total Hours	Minimum Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Institutional GPA
120	54	23-35	31-43	2.00

- Regardless of individual course grades, students must maintain a minimum 2.00 cumulative GPA.
- 2. Some colleges require a minimum GPA for major courses. Courses indicated below are included in the major GPA for this program of study.
- The ARP Requirement for Retailing may be met through two options: 1) MATH 122 plus an additional course from Mathematics (at the next higher level), one STAT course, or one CSCE course, or one Logic course; or 2) Two CC-ARP courses in the same field, except MATH, from either STAT, CSCE, or Logic.
- 4. The Carolina Core provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
- 5. 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 credit equivalent to USC 109 and 110 courses, or credit equivalent to the USC 121 course.
- 6. Supervised work experience in an area of the retail industry, selected by the student and approved by the Retailing Internship Director.
- 7. The Retailing major curriculum includes 2-14 hours of approved (free) electives, depending on how students fulfill the Carolina Core requirements and whether or not students choose a minor.
- RETL Electives (6 hours): Some RETL electives have prerequisites that must be completed. Check each course's description in the Bulletin for information.

Choose from the following:					
RETL 115 – Fashion History: A Global View (3)	RETL 460 – Retail Branding Strategies (3)				
RETL 116 – Fashion Through the Ages: 1800 A.D. to Present (3)	RETL 472 – Category Management (3)				
RETL 237 – The Changing Consumer Marketplace (3)	RETL 487 – Retail Management Strategies (3)				
RETL 250 – Sustainability in Fashion and Retail (3)	RETL 530 – Fashion and the Law (3) –offered fall only				
RETL 330 – Asset Protection for Retailers (3)	RETL 551 – Advanced Retail Business Planning (3)				
RETL 350 – Sales Strategies (3)	RETL 562 – Advanced Merchandise Mgmt. Strategies (3) –offered spring only				
RETL 351 – Retail Entrepreneurship (3)	RETL 590 – Special Topics in Retail Management (3)				
RETL 362 – Principles of Customer Service (3)	RETL 592 – Retailing/Fashion Merch. Field Study (3) –may be taken twice for				
RETL 388 – Fashion Forecasting (3)	academic credit				

9. Internship experience within the industry that prepares students for permanent placement. Students are responsible for securing their own internship and should contact the internship director for resources to identify opportunities of interest and to seek approval once an internship has been secured. Students are not permitted to enroll in RETL 495 without seeking the approval of the internship director first. It is strongly recommended that students not take additional courses while completing RETL 495. Students will not be permitted to enroll in more than 13 total hours while completing RETL 495.

## **Program Notes:**

- Courses designated as critical (!) may affect time to graduation due to prerequisite requirements for subsequent required courses.
- All undergraduate students must take a 3-credit course or its equivalent with a passing grade that covers the founding documents. This course may fulfill
  any requirement in the program of study. Courses that meet this requirement are listed in the academic bulletin.
- Clarification of RETL 295: Retailing Practicum vs. RETL 495: Retailing Internship
  - RETL 295: Retailing Practicum—a practicum is a job in retailing or a closely-related field, for example, as a clerk or an associate in a store, boutique
    or gift shop, in an insurance or real estate company, in a bank or other financial institution, etc.
  - RETL 495: Retailing Internship—an internship gives the student more responsibility and an intense experience in retailing or a closely-related field
    and may take one of two forms:
    - 1) the student is participating in an employer's formal internship program as an intern, or
    - 2) the student is interning for an employer that does not have a formal internship program; however, the student is working in a position on a higher level than the practicum; for example, as an assistant manager, an assistant buyer, a manager trainee, etc.
  - Students must complete RETL 295: Retailing Practicum before they can enroll in RETL 495: Retailing Internship. Both are required for the Bachelor
    of Science Degree in Retailing.
- No courses of remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward the Bachelor of Science Degree in Retailing.
- The last 30 credit hours toward your degree must be earned in residence at the University of South Carolina-Columbia.

**University Requirements:** Bachelor's degree-seeking students must meet Carolina Core (general education) requirements. For more information regarding these requirements, please visit the <u>Carolina Core</u> page on the University website.

Codes:					
CC	Carolina Core	CC-INF	Carolina Core – Information Literacy		
CC-AIU	Carolina Core-Aesthetic and Interpretive Understanding	CC-INT	Carolina Core – Integrative Course		
CC-ARP	Carolina Core-Analytical Reasoning and Problem-Solving	CC-SCI	Carolina Core – Scientific Literacy		
CC-CMS	Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component	CC-VSR	Carolina Core – Values, Ethics, and Social Responsibility		
CC-CMW	Effective, Engaged, and Persuasive Communication: Written Component	CR	College Requirement		
CC-GFL	Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language	MR	Major Requirement		
CC-GHS	Carolina Core – Historical Thinking	PR	Program Requirement		
CC-GSS	Carolina Core – Social Sciences				

Disclaimer: Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.