

RETAIL INNOVATION, M.R.

Degree Requirements (30 - 33 Hours)

The Master of Retail Innovation provides current and future industry leaders with innovative curriculum to enhance their skills and encourage lifelong professional development. As the retailing industry continues to evolve and expand, its impact is felt by every business and consumer – demonstrating the need for leaders who can nimbly apply advanced business skills in leadership, analytics, and technology as well as specialized expertise in new and creative ways. Accordingly, the 30 - 33 credit hour curriculum prepares students for jobs within today's marketplace and tools them with skills to lead in an ever-changing field.

According to academic regulations of The Graduate School, at least half of the credit hours in a Program of Study, exclusive of thesis preparation (RETL 799), must be earned in courses numbered 700 and above.

Professional Track (30 Hours) 8-week Course for Retailing Courses

Students electing the professional track must complete 30 credit hours of required courses and pass a comprehensive written examination upon completion of all coursework.

Course	Title	Credits
HRSM 788	Business Research and Analytics in Hospitality, Retail and Sports Management	3
STAT 515 or HRSM 700	Statistical Methods I Quantitative Methods in HRSM	3
RETL 525	Legal Aspects of Entrepreneurship and E-Commerce	3
RETL 535	Retail Logistics	3
RETL 569	Advanced Retail Promotion and Social Media Analytics	3
RETL 725	Customer Experience Optimization in the Retail Environment	3
RETL 735	Leadership for Retailers	3
RETL 747	Competitive Strategies in Retailing	3
RETL 748 or RETL 749	Advanced Retail Space Management Advanced Category Management	3
RETL 795	Financial Management for Retailers	3
Total Credit Hours		30

Professional Track with Directed Study Option (30 - 33 Hours)

8-week Course for Retailing Courses

Students electing the professional with directed study track must complete 27 credit hours of required courses and 3-6 credit hours of RETL 798. They must pass a comprehensive written examination upon completion of all coursework.

Course	Title	Credits
HRSM 788	Business Research and Analytics in Hospitality, Retail and Sports Management	3
STAT 515 or HRSM 700	Statistical Methods I Quantitative Methods in HRSM	3
RETL 525	Legal Aspects of Entrepreneurship and E-Commerce	3

RETL 535	Retail Logistics	3
RETL 569	Advanced Retail Promotion and Social Media Analytics	3
RETL 725	Customer Experience Optimization in the Retail Environment	3
RETL 735	Leadership for Retailers	3
RETL 747	Competitive Strategies in Retailing	3
RETL 795	Financial Management for Retailers	3
RETL 798	Directed Study in Retailing (can be taken twice)	3-6
Total Credit Hours		30-33

Thesis Track (33 Hours) 8-week Course for Retailing Courses

Students electing the thesis track must complete 27 credit hours of required courses. They must complete a thesis and successfully defend the thesis as their comprehensive assessment.

Course	Title	Credits
HRSM 700	Quantitative Methods in HRSM	3
HRSM 788	Business Research and Analytics in Hospitality, Retail and Sports Management	3
RETL 525	Legal Aspects of Entrepreneurship and E-Commerce	3
RETL 535	Retail Logistics	3
RETL 569	Advanced Retail Promotion and Social Media Analytics	3
RETL 725	Customer Experience Optimization in the Retail Environment	3
RETL 735	Leadership for Retailers	3
RETL 747	Competitive Strategies in Retailing	3
RETL 795	Financial Management for Retailers	3
RETL 799	Thesis Preparation	6
Total Credit Hours		33