

RETAILING, M.R.

Learning Outcomes

1. Demonstrate a comprehensive knowledge of the retail industry using a multi-operational approach.
2. Conduct a comprehensive market research plan within the retailing domain.
3. Create and execute a retail business in the omnichannel environment by utilizing best entrepreneurial practices and emerging technologies.
4. Analyze consumer and market environments to enhance customer experience and solve real-world business problems applying advanced research and data analytics.
5. Analyze and develop applied solutions for retail merchandise categories.
6. Apply the advanced knowledge and innovative skills to conduct an applied project or to develop a thesis.

Degree Requirements (30 Hours)

The Master of Retailing curriculum consists of 30 semester hours of graduate credit in approved courses. Required courses help students attain technological and decision-making skills to help solve real-world problems encountered in today's fast-paced retail environment. Additionally, faculty members use case studies and group projects to build competency in oral, written and applied analysis of complex business situations. There are two options from which a student may choose to earn a Master of Retailing degree. For students planning to continue their education with a higher degree, such as a Ph.D., the Academic (thesis) option is recommended. For students who want a Master of Retailing degree for the content in the courses and/or to benefit them in their career, the Professional (non-thesis) option may be more suitable. If you are unsure as to which option to pursue, the Department of Retailing Graduate Director (hereafter Graduate Director) may be able to help you decide.

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.

Academic (Thesis) Option

A graduate student electing the Academic (thesis) option must successfully pass a comprehensive exam upon completion of 21 credits of course work (of which at least 12 credits must be at the 700 level).

In addition, the student must enroll in 3 hours of thesis preparation (RETL 799), an approved statistics course, an approved research methods course, and prepare and successfully defend a thesis.

Courses for Academic (Thesis) Option (30 Hours)

Choose at least four 700-level courses:

Course	Title	Credits
Select 21 hours of the following: ¹		21
RETL 525	Legal Aspects of Entrepreneurship and E-Commerce	
RETL 551	Retail and Fashion Business Planning	
RETL 569	Advanced Retail Promotion and Social Media Analytics	
RETL 600	Fundamentals of Omni-Channel Retailing	

RETL 662	Customer Relationship Management for the Retail Industry	
RETL 710	Retailing E-Commerce	
RETL 725	Customer Experience Optimization in the Retail Environment	
RETL 747	Competitive Strategies in Retailing	
RETL 748	Advanced Retail Space Management	
RETL 749	Advanced Category Management	
STAT 600	Statistics for Applied Management	3
HRSM 788	Business Research and Analytics in Hospitality, Retail and Sports Management	3
RETL 799	Thesis Preparation	3
Total Credit Hours		30

¹ At least 12 credits must be at the 700 level.

Professional (Non-Thesis) Option

A graduate student electing the Professional (non-thesis) option must take and successfully pass all courses listed below and pass a comprehensive exam.

Courses for Non-Thesis Option (30 Hours)

Must take all 10 courses listed below:

Course	Title	Credits
RETL 525	Legal Aspects of Entrepreneurship and E-Commerce	3
RETL 551	Retail and Fashion Business Planning	3
RETL 569	Advanced Retail Promotion and Social Media Analytics	3
RETL 600	Fundamentals of Omni-Channel Retailing	3
RETL 662	Customer Relationship Management for the Retail Industry	3
RETL 710	Retailing E-Commerce	3
RETL 725	Customer Experience Optimization in the Retail Environment	3
RETL 748	Advanced Retail Space Management	3
RETL 749	Advanced Category Management	3
RETL 747	Competitive Strategies in Retailing	3
Total Credit Hours		30