RETAILING, B.S.

Mission
The mission of the Department of Retailing is to prepare graduates for careers in the Retailing industry and Retailing-related fields which offer upward mobility via management positions.

Learning Outcomes
1. Students should be able to evaluate the role of retailing as an important element in the U.S. economy.
2. Students should be able to evaluate a problem within a retail setting.
3. Students should be able to assess the internship company’s role of strategic planning in retailing.

Required GPA for Transfer Students
Transfer students must have a minimum average GPA of 2.50 to enroll in the Department of Retailing.

Course Grade Requirements
A Bachelor of Science Degree in Retailing consists of the Carolina Core, College of HRSM Required Courses, Major Coursework, Concentration Requirements, and Electives.

Admissions
Entrance Requirements
The College of Hospitality, Retail, and Sport Management has a preprofessional and a professional division of student classification. All new students will begin in the pre-professional division. Progression into the professional division requires the approval of the department and the successful completion of the requirements indicated under each departmental heading.

In addition to the academic admission requirements of the University and of the College of Hospitality, Retail, and Sport Management for admission to the pre-professional division, an enrollment limit into the professional division may be imposed by various departments. Such a limit would become necessary if enrollment levels exceed available department staffing and facility resources. In the event of an enrollment limit, admission to a department may take into account the applicant’s grade point average and other factors which may include the applicant’s potential for success in that major.

Freshmen Students
In order to be admitted to a program of study in the College of Hospitality, Retail, and Sport Management, freshmen applicants must meet all University admission requirements through the Office of Undergraduate Admissions.

Transfer Students
In order to be admitted to a program of study in the College of Hospitality, Retail, and Sport Management, transfer applicants from outside of the USC system must meet all University admission requirements through the Office of Undergraduate Admissions and have at least a 2.25 GPA. The Sport and Entertainment Management and the Retailing majors requires a higher GPA than the minimum University entrance standards.

Transfer applicants for Sport and Entertainment must have a cumulative GPA of a 3.0 on all college-level work attempted. Transfer applicants for Retailing must have a cumulative GPA of a 2.5 on all college-level work attempted.

Students from other USC campuses who wish to enter the College of Hospitality, Retail, and Sport Management must fulfill one of the following requirements:

1. Be in good standing, meet all University admission requirements through the Office of Undergraduate Admissions, and have the cumulative GPA required for the program (see below).
2. Be in good standing and have completed 30 semester hours with the cumulative GPA required for the program (see below).

Required GPA for Change of Campus: hospitality management - 2.25; interdisciplinary studies (2.0 and separate application required); retailing - 2.50; tourism management - 2.25; and sport and entertainment management - 3.0.

Students enrolled in other colleges on the Columbia campus must meet the following GPA requirements on all work taken: hospitality management - 2.25; interdisciplinary studies (2.0 and separate application required); retailing - 2.5; tourism management - 2.25; and sport and entertainment management - 3.0.

Degree Requirements (120 hours)
Program of Study

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Carolina Core</td>
<td>31-43</td>
</tr>
<tr>
<td>2. College Requirements</td>
<td>21</td>
</tr>
<tr>
<td>3. Program Requirements</td>
<td>2-14</td>
</tr>
<tr>
<td>4. Major Requirements</td>
<td>54</td>
</tr>
</tbody>
</table>

Founding Documents Requirement
All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (https://academicbulletins.sc.edu/undergraduate/founding-document-courses/).

1. Carolina Core Requirements (31-43 hours)
CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)
must be passed with a grade of C or higher

- ENGL 101
- ENGL 102
ARP – Analytical Reasoning and Problem Solving (6 hours)
Option 1
- MATH 122
- Plus an additional CC-ARP course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/) from one of the following:
  - Another MATH at a higher level
  - One STAT course
  - One CSCE course

Option 2
Choose 2 CC-ARP courses (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/) in the same field, except MATH, from either:
- STAT or
- CSCE

SCI – Scientific Literacy (7 hours)
Two approved CC-SCI courses (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/) from the natural sciences including one laboratory selected from Astronomy, Biology, Chemistry, Environmental Science, Geology, Marine Science or Physics

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (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.
- CC-GFL courses (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)
- any CC-GHS course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)
- any CC-GSS course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

AIU – Aesthetic and Interpretive Understanding (3 hours)
- any CC-AIU course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component 1 (0-3 hours)
- SPCH 140 or SPCH 230

INF – Information Literacy 1 (0-3 hours)
- any overlay or stand-alone CC-INF course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

VSR – Values, Ethics, and Social Responsibility 1 (0-3 hours)
- any overlay or stand-alone CC-VSR course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

Carolina Core Stand Alone or Overlay Eligible Requirements — Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (21 hours)
Must be passed with a grade of C or higher

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRSM 301</td>
<td>HRSM Professional Development Seminar</td>
<td>3</td>
</tr>
<tr>
<td>HRTM 344</td>
<td>Personnel Organization and Supervision</td>
<td>3</td>
</tr>
<tr>
<td>RETL 242</td>
<td>HRSM Professional Communications</td>
<td>3</td>
</tr>
<tr>
<td>RETL 261</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>RETL 262</td>
<td>Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>SPTE 240</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>SPTE 274</td>
<td>Computer Applications in Hospitality, Retail, and Sport Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 21

3. Program Requirements (2-14 hours)
Minor (18 hours) optional
Retailing majors may pursue a minor in any course of study offered by the College of HRSM or the University outside the Department of Retailing. College of HRSM required courses may not be counted toward a minor.

Electives (2-14 hours)
The additional hours of electives may vary depending upon how students fulfill the Carolina Core requirements.

4. Major Requirements (54 hours)
A minimum grade of C is required in all major courses
Retailing majors must select a concentration in either Retail Management or Fashion Merchandising and Digital Innovations. The Department of Retailing does not offer a retailing major without a concentration.

Major Courses (33 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETL 201</td>
<td>Exploration of Retail Management and Fashion Merchandising Industries</td>
<td>3</td>
</tr>
<tr>
<td>RETL 265</td>
<td>Principles of Retailing</td>
<td>3</td>
</tr>
<tr>
<td>RETL 295</td>
<td>Retailing Practicum</td>
<td>3,6</td>
</tr>
<tr>
<td>RETL 310</td>
<td>Digital Retailing</td>
<td>3</td>
</tr>
<tr>
<td>RETL 366</td>
<td>Retail Buying</td>
<td>3</td>
</tr>
<tr>
<td>RETL 369</td>
<td>Retail Promotion</td>
<td>3</td>
</tr>
<tr>
<td>RETL 425</td>
<td>Customer Experience Management</td>
<td>3</td>
</tr>
<tr>
<td>RETL 485</td>
<td>Multi-National Retailing</td>
<td>3</td>
</tr>
</tbody>
</table>
Concentrations (21 hours)

Choose a concentration in either Fashion Merchandising and Digital Innovations or Retail Management.

**Fashion Merchandising and Digital Innovations (21 hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETL 268</td>
<td>Principles of Fashion Merchandising</td>
<td>3</td>
</tr>
<tr>
<td>RETL 365</td>
<td>Visual Merchandising and Store Design</td>
<td>3</td>
</tr>
<tr>
<td>RETL 368</td>
<td>Fashion Product Analysis</td>
<td>3</td>
</tr>
<tr>
<td>RETL 385</td>
<td>Global Sourcing in Retail and Fashion</td>
<td>3</td>
</tr>
<tr>
<td>RETL 462</td>
<td>Merchandise Management Strategies</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following: 6

- RETL 115 Fashion History: A Global View
- RETL 116 Fashion Through the Ages: 1800 A.D. to Present
- RETL 237 The Changing Consumer Marketplace
- RETL 250 Sustainability in Fashion and Retail
- RETL 330 Asset Protection for Retailers
- RETL 350 Sales Strategies
- RETL 351 Retail Entrepreneurship
- RETL 362 Principles of Customer Service
- RETL 388 Fashion Forecasting
- RETL 460 Retail Branding Strategies
- RETL 472 Category Management
- RETL 487 Retail Management Strategies
- RETL 530 Fashion and the Law
- RETL 551 Retail and Fashion Business Planning
- RETL 562 Advanced Merchandising Management Strategies
- RETL 590 Special Topics in Retail Management
- RETL 592 Retailing/Fashion Merchandising Field Study

**Total Credit Hours** 21

**Retail Management (21 hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETL 330</td>
<td>Asset Protection for Retailers</td>
<td>3</td>
</tr>
<tr>
<td>RETL 350</td>
<td>Sales Strategies</td>
<td>3</td>
</tr>
<tr>
<td>RETL 351</td>
<td>Retail Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>RETL 362</td>
<td>Principles of Customer Service</td>
<td>3</td>
</tr>
<tr>
<td>RETL 472</td>
<td>Category Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following: 6

- RETL 237 The Changing Consumer Marketplace
- RETL 250 Sustainability in Fashion and Retail
- RETL 268 Principles of Fashion Merchandising
- RETL 365 Visual Merchandising and Store Design
- RETL 368 Fashion Product Analysis
- RETL 460 Retail Branding Strategies
- RETL 462 Merchandise Management Strategies
- RETL 487 Retail Management Strategies
- RETL 525 Legal Aspects of Entrepreneurship and E-Commerce
- RETL 551 Retail and Fashion Business Planning
- RETL 562 Advanced Merchandising Management Strategies
- RETL 590 Special Topics in Retail Management
- RETL 592 Retailing/Fashion Merchandising Field Study

**Major Map**

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

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.

**Retailing, B.S. Fashion Merchandising & Digital Innovations Concentration**

**Retailing, B.S. Retail Management Concentration**