

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.

All courses listed under CMW, College Required Coursework, Major Coursework, and Concentration Requirements must be completed with a grade of C or better.

Admissions

Entrance Requirements

The College of Hospitality, Retail, and Sport Management has a pre-professional 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

Requirements	Credit Hours
1. Carolina Core	31-43
2. College Requirements	21
3. Program Requirements	2-14
4. Major Requirements	54

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 C SCE 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
- C SCE

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/>)

¹ **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

Course	Title	Credits
HRSM 301	HRSM Professional Development Seminar	3
HTMT 344	Personnel Organization and Supervision	3
RETL 242	HRSM Professional Communications	3
RETL 261	Principles of Accounting I	3
RETL 262	Principles of Accounting II	3
SPT 240	Business Law	3
SPT 274	Computer Applications in Hospitality, Retail, and Sport Management	3
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)

Course	Title	Credits
RETL 201	Exploration of Retail Management and Fashion Merchandising Industries	3
RETL 265	Principles of Retailing	3
RETL 295	Retailing Practicum	3,6
RETL 310	Digital Retailing	3
RETL 366	Retail Buying	3
RETL 369	Retail Promotion	3
RETL 425	Customer Experience Management	3
RETL 485	Multi-National Retailing	3

RETL 495	Retailing Internship ¹	6
Total Credit Hours		30-33

- ¹
- 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.

Concentrations (21 hours)

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

Fashion Merchandising and Digital Innovations (21 hours)

Course	Title	Credits
RETL 268	Principles of Fashion Merchandising	3
RETL 365	Visual Merchandising and Store Design	3
RETL 368	Fashion Product Analysis	3
RETL 385	Global Sourcing in Retail and Fashion	3
RETL 462	Merchandise Management Strategies	3
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)

Course	Title	Credits
RETL 330	Asset Protection for Retailers	3
RETL 350	Sales Strategies	3
RETL 351	Retail Entrepreneurship	3
RETL 362	Principles of Customer Service	3
RETL 472	Category Management	3
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	
Total Credit Hours		21

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