RETAILING, B.S.

Degree Requirements (120 hours)

Program of Study

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<th>Requirements</th>
<th>Credit Hours</th>
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<td>1. Carolina Core</td>
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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 States 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/)

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*

<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>
</tbody>
</table>
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>
<tr>
<td>RETL 495</td>
<td>Retailing Internship 1</td>
<td>6</td>
</tr>
</tbody>
</table>

Total Credit Hours: 30-33

- 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)**

<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:

- 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:

- 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