

# RETAILING

Department Website ([https://sc.edu/study/colleges\\_schools/hrsm/study/areasofstudy/retl/](https://sc.edu/study/colleges_schools/hrsm/study/areasofstudy/retl/))

The Department of Retailing offers a program leading to the of bachelor of science degree with a major in retailing (with emphases in retail management and fashion merchandising). These programs emphasize a strong liberal arts background and are designed to prepare students for management positions in their respective fields.

The major in retailing, with options in retail management and fashion merchandising, prepares graduates for managerial careers in the retailing and fashion industries. In addition, the program prepares students for sales careers and ownership of retailing businesses. The program includes a core of liberal arts courses, specialized management courses related to the field, and an internship in the industry.

## Programs

- Retailing Minor (<https://academicbulletins.sc.edu/undergraduate/hospitality-retail-sport-management/retailing/retailing-minor/>)
- Retailing, B.S. (<https://academicbulletins.sc.edu/undergraduate/hospitality-retail-sport-management/retailing/retailing-bs/>)

## Courses

### RETL 115 - Fashion History: A Global View (3 Credits)

Examination of influences on fashion throughout history both domestically and globally.

### RETL 116 - Fashion Through the Ages: 1800 A.D. to Present (3 Credits)

Introduction to the history of fashion from 1800 A.D. to the present.

### RETL 201 - Exploration of Retail Management and Fashion Merchandising Industries (3 Credits)

Exploration of retail management and fashion merchandising curriculum and careers.

### RETL 216 - History of Designers (3 Credits)

Survey of influential fashion designers since 1857, examining their design influences and their contributions to fashion.

### RETL 237 - The Changing Consumer Marketplace (3 Credits)

The economic problems of everyday life presented within a business framework, promoting the student's well-being as a consumer. Consideration is given to the economics of consumption, real income, consumer buying, consumer protection, operations leading to family prosperity, security, and estate planning.

### RETL 242 - HRSM Professional Communications (3 Credits)

Theory, processes, and applications of business communications.

**Prerequisites:** C or better in ENGL 101 and ENGL 102.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Leadership Experiences

### RETL 250 - Sustainability in Fashion and Retail (3 Credits)

Examination of concepts, practices, and opportunities of fashion sustainability (such as social and environmental responsibility) available to designers, developers and consumers.

### RETL 261 - Principles of Accounting I (3 Credits)

A study of the accounting cycle with emphasis on preparation and analysis of financial statements.

### RETL 262 - Principles of Accounting II (3 Credits)

A study of the preparation and interpretation of corporate financial statements with an emphasis on analysis and decision making techniques.

**Prerequisites:** RETL 261.

### RETL 265 - Principles of Retailing (3 Credits)

Management methods, location analysis, store organization, personnel, planning, buying and pricing techniques, and customer service policies for retail firms.

### RETL 268 - Principles of Fashion Merchandising (3 Credits)

The place of fashion in buying, selling, and promoting merchandise.

Meets the needs of individuals in retail organizations from entry level to buyer.

### RETL 295 - Retailing Practicum (3,6 Credits)

Supervised work experience in an area of the retail industry, selected by the student and approved by the instructor.

**Prerequisites:** C or better in RETL 265.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Internships

**Experiential Learning:** Experiential Learning Opportunity

### RETL 310 - Digital Retailing (3 Credits)

Development of a comprehensive plan for implementing a retailing business online via digital technology.

**Prerequisites:** RETL 265.

### RETL 330 - Asset Protection for Retailers (3 Credits)

Examination of asset protection and risk management issues which affect the retailing industry, such as retail risk assessment and response, loss prevention, employee-related risks, facility security, crisis management, and intellectual property protection.

**Prerequisites:** RETL 265.

### RETL 344 - Personnel Organization and Supervision (3 Credits)

Recruitment, selection, utilization, and development of human resources; role of supervisors in management and personnel administration.

**Cross-listed course:** HTMT 344

### RETL 350 - Sales Strategies (3 Credits)

Theories, principles, and techniques of personal selling with application to different buyer-seller situations.

### RETL 351 - Retail Entrepreneurship (3 Credits)

Essentials of creating and operating a new retail venture in physical and virtual environments.

### RETL 362 - Principles of Customer Service (3 Credits)

Essential skills necessary to manage successful service operations, including retail, e-commerce, hospitality/tourism, food/beverage, and sports/event organizations.

### RETL 365 - Visual Merchandising and Store Design (3 Credits)

Displays and visual merchandising strategies.

### RETL 366 - Retail Buying (3 Credits)

Planning, purchasing, and controlling inventories.

**Prerequisites:** RETL 261.

### RETL 368 - Fashion Product Analysis (3 Credits)

Analysis of fashion products with emphasis on textile selection, product construction, life cycle, cost elements, and the changing demographics of the fashion consumer.

**RETL 369 - Retail Promotion (3 Credits)**

Planning and executing retail promotion strategies.

**RETL 371 - Advanced Retail Accounting (3 Credits)**

Accounting topics related to retail establishment with emphasis on managerial interpretation and use.

**RETL 385 - Global Sourcing in Retail and Fashion (3 Credits)**

Exploration of theoretical, political, economic, social, and environmental implications of global sourcing decisions in retail and fashion.

**Prerequisites:** D or better in RETL 261 and RETL 265.

**RETL 388 - Fashion Forecasting (3 Credits)**

Forecasting fashion trends to impact retail merchandising performance.

**RETL 399 - Independent Study (1-6 Credits)**

Contract approved by instructor, advisor, and department head is required for undergraduate students.

**Graduation with Leadership Distinction:** GLD: Research

**RETL 425 - Customer Experience Management (3 Credits)**

Study of customer trends and experience management.

**Prerequisites:** C or better in RETL 265.

**RETL 460 - Retail Branding Strategies (3 Credits)**

Overview of retail branding strategies with emphasis on implications of the development of brand equity towards increasing customer loyalty.

**RETL 462 - Merchandise Management Strategies (3 Credits)**

The knowledge of the principles of merchandising as applied in manufacturing and retailing business organization and understanding of the retail buyer's role in merchandise management including merchandise planning, negotiating, buying, pricing, assorting, and timing.

**Prerequisites:** RETL 366 and RETL 368.

**RETL 472 - Category Management (3 Credits)**

Application of category management principles and models to competitive behavior in retailing with a focus on product category issues. Case-based analysis and/or JDA computer software will be applied to industry-specific problems related to inventory management.

**Prerequisites:** C or better in RETL 265.

**RETL 485 - Multi-National Retailing (3 Credits)**

Retail operations within foreign environments.

**RETL 487 - Retail Management Strategies (3 Credits)**

Application of strategic management principles and models to competitive behavior in retailing.

**Prerequisites:** RETL 366.

**RETL 495 - Retailing Internship (6 Credits)**

Supervised work experience within the retail industry that links classroom learning and student interest with the acquisition of knowledge in an applied work setting.

**Prerequisites:** RETL 295.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Internships

**Experiential Learning:** Experiential Learning Opportunity

**RETL 525 - Legal Aspects of Entrepreneurship and E-Commerce (3 Credits)**

Examination of domestic and international laws affecting retail entrepreneurship and online commerce, such as data privacy and breach response, intellectual property protection, sales tax, advertising and unfair trade practices, consumer protection laws, employment laws, and legal obligations involving physical locations.

**Prerequisites:** SPTE 240 or equivalent.

**RETL 530 - Fashion and the Law (3 Credits)**

Examination of domestic and international laws which affect the fashion industry, such as intellectual property protection, licensing agreements, operational and marketing issues, and international trade.

**Prerequisites:** SPTE 240 or equivalent.

**RETL 535 - Retail Logistics (3 Credits)**

Examination of the flow of retail inventory from initial production to final purchase. Meets the needs of individuals in retail organizations from entry-level sales floor personnel to buyers. Students must be qualified to enroll in a 500 level course at The University of South Carolina.

**RETL 551 - Retail and Fashion Business Planning (3 Credits)**

Essential skills for building a new or expanding an existing retail or fashion business in both brick-and-mortar and online venues by developing a marketing plan and corresponding e-Commerce website for a business or fashion organization.

**Prerequisites:** RETL 351.

**RETL 562 - Advanced Merchandising Management Strategies (3 Credits)**

The analysis of assortment planning and inventory management of apparel products utilizing merchandising principles and industry software.

**RETL 569 - Advanced Retail Promotion and Social Media Analytics (3 Credits)**

Essential principles and analytical tools used in retail promotion; appraisal of methods and outcomes via field experiences, visuals, and simulations.

**RETL 590 - Special Topics in Retail Management (3 Credits)**

Course content varies. May be repeated once under a different title.

**RETL 592 - Retailing/Fashion Merchandising Field Study (3 Credits)**

Study of international/domestic fashion manufacturers, retailers, ancillary businesses, and selected resident buying offices. May be repeated once for credit. Must be in good standing with a 2.0 GPA or better; No pending or past judicial council infractions.

**RETL 600 - Fundamentals of Omni-Channel Retailing (3 Credits)**

Exploration of the fundamentals of Omni-Channel Retailing.

**RETL 640 - Personnel Development & Relations Management (3 Credits)**

Advanced examination of human resource management within retail organizations.

**RETL 662 - Customer Relationship Management for the Retail Industry (3 Credits)**

The analysis of customer relationship management for retailers utilizing merchandising principles and industry software.