

RCS Courses

RCS 210 - Introduction to Retail Management

- ✓ 3 Credit Hours
- ✓ Development and overview of retailing, related businesses and industries, and the activities involved in the delivery of goods and services to the consumer.

RCS 225 - Fashion and Culture

- ✓ 3 Credit Hours
- ✓ The purpose of this course is to help students understand the interconnectedness between fashion and culture. In particular, this course will examine the intersection between fashion, personal identity, and social and political environments with understanding of the communication aspect of fashion and social images. Furthermore, this course will prepare students to apply those approaches to the fashion retail business.

RCS 310 - Retail Buying and Merchandising

- ✓ 4 Credit Hours
- ✓ Analysis of the merchandise buying function within different types of retail organizations and structures, using industry mathematical formulae. Introduction to principles associated with retail buying, planning, and allocation.
Mathematical problems and cases, with emphasis on Excel.
- ✓ Contact Hour Distribution: 3 hours and 1 hour discussion/lab.
- ✓ (RE) Prerequisite(s): 210 and Mathematics 125.

RCS 311 - Human Resources Management in

- ✓ 3 Credit Hours
- ✓ The core concepts of managing an organization's culturally-diverse workforce – recruitment and selection, training and development, and employee relations.
Hospitality and Retailing
- ✓ RE) Prerequisite Retail and Consumer Sciences 210

RCS 320 - Product Development

- ✓ 3 Credit Hours
- ✓ Concepts of product development from the retailer's perspective, including brand management to develop products for target markets. Understanding of basic textile and design principles, specification writing, and line building for apparel products.

RCS 341 - Consumers in the Marketplace

- ✓ 3 Credit Hours
- ✓ Understanding of behavior of individuals and groups that differ in demographic and psychographic characteristics such as lifestyle, family life cycle, and cultural and ethnic backgrounds in relation to purchasing and consuming products or services.

RCS 346 - Retail Operations Management

- ✓ 3 Credit Hours
- ✓ Analysis of retail operations in terms of organizational structure, logistics and distribution, growth opportunities and productivity.
- ✓ (RE) Prerequisite(s): 210 and Accounting 200

RCS 376 - Customer Relationship Management and Retail Analytics

- ✓ 3 Credit Hours
- ✓ Provides students with an understanding of the concepts and practices of customer relationship management in retail. Emphasis is on how the concepts can be integrated into actual decision making in the retail organizations. Analytical skills are developed through case studies and the use of various statistical techniques. Students learn how to obtain and analyze retail databases and how to utilize the information to solve retail problems.
- ✓ (RE) Prerequisite(s): 310 and 341

RCS 391 - Professional Development in Retailing

- ✓ 3 Credit Hours
- ✓ Explore professional techniques and competencies applicable to careers and internships in retailing. Focus on business communications, service learning, business ethics and leadership.
- ✓ Satisfies General Education Requirement: (WC)
- ✓ (RE) Prerequisite(s): 310 and 346

RCS 410 - Strategic Retail Planning

- ✓ 3 Credit Hours
- ✓ Retail management from a strategic planning perspective. Development and implementation of retail strategy from financial, operational, and customer orientation.
- ✓ (RE) Prerequisite(s): 346 and 422.

RCS 411 - Entrepreneurship and Small Business Management

- ✓ 3 Credit Hours
- ✓ Concepts of entrepreneurship within single ownership and other business organizations. Development of a business plan. Management of a small business. Current issues and problems.
- ✓ (RE) Prerequisite(s): 346

RCS 412 - e-Retailing

- ✓ 3 Credit Hours
- ✓ Issues concerning the use of the Internet and related technologies to improve and/or transform retail businesses. Emphasizes analysis of consumers and product/service types in online retailing and the effective management of online catalogs. Also direct retailing methods that involve technology such as interactive TV and m-commerce (mobile).
- ✓ (RE) Prerequisite(s): 210 or Management 201

RCS 421 - International Retailing

- ✓ 3 Credit Hours
- ✓ The study and analysis of retailing in an international and global setting. Retail processes and practices and issues within international environments – cultural, economic, social, political, legal, and business.
- ✓ (RE) Prerequisite(s): 341.

RCS 422 - Professional Experience in Retail and Consumer Sciences

- ✓ 6 Credit Hours
- ✓ Supervised educational experiences in selected retail and consumer sciences service operations.
- ✓ (RE) Prerequisite(s): 310 and Hotel, Restaurant, and Tourism 391.
- ✓ Registration Restriction(s): Retail and consumer sciences major.

RCS 425 - Retail Category Management

- ✓ 3 Credit Hours
- ✓ The application of software technology in retail space planning, and vendor category management. Utilizes JDA software to analyze shelf and floor space planning within retail settings, using both vendor and retailer data.
- ✓ (RE) Prerequisite(s): 310

RCS 435 - Retail Planning and Allocation

- ✓ 3 Credit Hours
- ✓ The application of software technology in retail merchandising, planning and allocation systems. Utilizes JDA software to apply basic knowledge of buying functions (RCS 310) to planning and allocation of goods using simulations with real-world data.
- ✓ (RE) Prerequisite(s): 310

RCS 441 - Branding

- ✓ 3 Credit Hours
- ✓ Explore branding concepts related to consumer experiences derived from consumption of branded products, services, retailers, persons, and places. Investigate how the branding concepts influence consumer attitudes and behavior. Identify successful branding strategies to maximize consumer experiences and to improve retail sales.
- ✓ (RE) Prerequisite(s): 341

RCS 480 - Fashion Retail Market Planning and Execution

- ✓ 3 Credit Hours
- ✓ Exposes students to the process of planning and executing a market trip. Involves off-campus experience at a major market center.
- ✓ Repeatability: May be repeated. Maximum 6 hours.
- ✓ (RE) Prerequisite(s): 310.
- ✓ Registration Restriction(s): Retail and consumer sciences major.
- ✓ Registration Permission: Consent of instructor.

RCS 484 - International Retail Industry Study Tour

- ✓ 3 Credit Hours
- ✓ Group study abroad involving academic research and field investigation.
- ✓ Repeatability: May be repeated. Maximum 6 hours.
- ✓ (RE) Prerequisite(s): 341.
- ✓ Registration Permission: Consent of instructor.

RCS 493 - Directed Study

- ✓ 1-3 Credit Hours
- ✓ Individual problems for junior and senior students with special interests in retail and consumer sciences.
- ✓ Repeatability: May be repeated. Maximum 6 hours.
- ✓ Recommended Background: Minimum student level – junior.
- ✓ Registration Permission: Consent of instructor.

RCS 495 - Special Topics

- ✓ 3 Credit Hours
- ✓ Topics in retail and consumer sciences.
- ✓ Repeatability: May be repeated. Maximum 9 hours.
- ✓ Recommended Background: Minimum student level – junior.
- ✓ Registration Permission: Consent of instructor.

RCS 497 - Honors: Retail and Consumer Sciences

- ✓ 1-3 Credit Hours
- ✓ Individual problems for junior and senior students showing special ability and interest in retail and consumer sciences.
- ✓ Repeatability: May be repeated. Maximum 6 hours.
- ✓ Recommended Background: Minimum student level – junior.
- ✓ Registration Permission: Consent of instructor.

RCS 498 - Honors: Retail and Consumer Sciences

- ✓ 1-3 Credit Hours
- ✓ Individual problems for junior and senior students showing special ability and interest in retail and consumer sciences.
- ✓ Repeatability: May be repeated. Maximum 6 hours.
- ✓ Recommended Background: Minimum student level – junior.
- ✓ Registration Permission: Consent of instructor.