

# RMM Course Descriptions

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## **RMM 150 – Retail Software Applications**

1 Credit Hour

Instruction on common spreadsheet software and how to analyze problems in the retail environment.

## **RMM 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.

## **RMM 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.

## **RMM 310 – Retail Buying and Merchandising**

3 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.

## **RMM 311 – Human Resources Management in Hospitality and Retailing**

3 Credit Hours

The core concepts of managing an organization's culturally-diverse workforce – recruitment and selection, training and development, and employee relations.

## **RMM 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.

## **RMM 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.

## **RMM 346 – Retail Operations Management**

3 Credit Hours

Analysis of retail operations in terms of organizational structure, logistics and distribution, growth opportunities and productivity.

### **RMM 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.

### **RMM 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.

### **RMM 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.

### **RMM 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.

### **RMM 412 – Digital 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).

### **RMM 421 – Global Retailing and Sourcing**

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.

### **RMM 422 – Professional Experience in Retail and Consumer Sciences**

6 Credit Hours

Supervised educational experiences in selected retail and consumer sciences service operations.

### **RMM 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.

### **RMM 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.

**RMM 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.

**RMM 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.

**RMM 484(R) – International Retail Industry Study Tour**

3 Credit Hours

Group study abroad involving academic research and field investigation.

**RMM 493 – Directed Study**

1-3 Credit Hours

Individual problems for junior and senior students with special interests in retail and consumer sciences.

**RMM 495 – Special Topics**

3 Credit Hours

Topics in retail and consumer sciences.

**RMM 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.

**RMM 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.