

RETAILING

RET

**Department of Advertising,
Public Relations and Retailing
College of Communication
Arts and Sciences**

261 Introduction to Retailing
Fall, Spring. 3(3-0) SA: HED 261 Not open to students with credit in MSC 351.
Retailing of goods and services. Retail industry structure, location, pricing, promotion, and management.

362 Human Resources and Professional Practice in Retailing
Spring. 3(3-0) P: (RET 261) and completion of Tier I writing requirement SA: HED 362
Strategies for selecting, managing, evaluating and developing employees. Leadership, motivation, team building, problem-solving, and evaluation of skills necessary to compete professionally.

363 Promotional Strategies in Retailing
Fall. 3(3-0) P: RET 261 R: Open to juniors or seniors. SA: HED 363
Overview of integrated marketing communications as they apply to retailing. Development and implementation of promotional strategies for retailers.

371 Merchandise Planning and Buying
Fall, Spring. 4(4-0) P: ((RET 261 or MSC 351) and completion of Tier I writing requirement) and (MSC 300 or MSC 327) and (CSE 101 or CSE 131) and (MTH 112 or MTH 110 or MTH 152H or MTH 116 or MTH 124 or MTH 132 or MTH 201 or STT 200 or STT 201) and (ACC 201 or ACC 230) SA: HED 371
Computer application and analysis in the planning and control of merchandising budgets.

373 Retail Entrepreneurship
Fall, Spring. 3(3-0) P: RET 261 or MSC 351 R: Open to juniors or seniors. SA: HED 373
Small retailing and service businesses and the economy. Problems and strategies for effective management. New venture creation.

402 Public Relations Topics in Retailing
Fall, Spring, Summer. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402, or RET 402. P: (ADV 225 or JRN 200 or JRN 205 or CAS 299) and ADV 260 and (COM 200 or STT 200) R: Approval of department.
Current topics related to the practice of public relations.

460 Retail Information Systems
Fall, Spring. 4(4-0) P: RET 371 or MSC 351 SA: HED 460
Information needed to make effective retail decisions. Use of technology in collecting, analyzing, and interpreting retail systems data and in writing and presenting reports.

465 International Retailing
Fall, Spring. 3(3-0) P: (RET 261 or MSC 351) and completion of Tier I writing requirement R: Open to juniors or seniors in the Retailing major. SA: HED 465
Influence of economic development on distribution and consumption. Retailing in the world market.

471 International Buying and Product Development
Fall, Spring. 3(3-0) P: RET 371 SA: HED 471
International merchandising. Global procurement. Sourcing strategies and international purchase negotiations.

481 Retail Strategy Analysis
Fall, Spring. 3(3-0) P: ((RET 371) and completion of Tier I writing requirement) and (FI 201 or FI 320 or ABM 435) RB: RET 363 and RET 373 SA: HED 481
Strategic and financial planning for retailers.

490 Independent Study
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Not open to freshmen or sophomores. Approval of department.
Supervised individual study in an area of retailing.

492 Special Topics in Retailing
Fall, Spring, Summer. 1 to 9 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to seniors or graduate students.
Issues and problems in contemporary retailing. Effects of new technology and processes on retail practice.

493 Internship in Retailing
Fall, Spring, Summer. 3 to 8 credits. P: RET 362 or MGT 325 R: Approval of department. SA: HED 493A
Supervised professional experience in a selected company which cooperates in offering students structured management activities.

861 Research in Retailing
Fall. 3(3-0) RB: Research methods course. SA: HED 861
Retailing research streams and methodology. Implications of research for future directions in retailing.

864 International Retailing Theory
Spring. 3(3-0) RB: RET 861 SA: HED 864
Global retail systems. Internationalization theories.

871 Retail Theory and Strategy
Summer. 3(3-0)
Global best practices in retail strategy. Use of analytics in strategy development. Private label strategies in international markets.

873 International Consumer Behavior
Spring. 3(3-0) SA: HED 873
Analysis and application of consumer behavior theory and models in international retailing. Behavioral and cross cultural research and theoretical issues in the global marketplace. Strategy development for adapting merchandising to global markets.

890 Supervised Independent Study in Retailing
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 9 credits in all enrollments for this course. SA: HED 890A
Independent study in topics related to consumer behavior, ecommerce, retail strategy, human resource management, or international retailing.

891 Topics in Retailing
Fall, Spring, Summer. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course. SA: HED 891A
Selected topics related to consumer behavior, ecommerce, retail strategy, human resource management, or international retailing.

893 Internship in Retailing
Fall, Spring. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. SA: HED 893A
Supervised internship in a professional setting in consumer behavior, ecommerce, human resource management, or international retailing.

898 Master's Project
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open only to master's students in the Retailing major.
Master's degree Plan B project. Participation in a research project in retailing.

899 Master's Thesis Research
Fall, Spring, Summer. 1 to 7 credits. A student may earn a maximum of 20 credits in all enrollments for this course. R: Open only to master's students in the Retailing major.
Master's thesis research.

900 Decision Making and Judgment
Fall. 3(3-0) R: Approval of department. SA: HED 900
Theories and literature of decision making and judgment in organizational and individual consumer contexts.

901 Professional Seminar
Fall. 3(3-0) RB: Research methods course. SA: HED 901
Identification of researchable problems in retailing, services, and industries. Strategies and techniques for preparing grant proposals and manuscripts for publication.

999 Doctoral Dissertation Research
Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 99 credits in all enrollments for this course.
Doctoral dissertation research.