

## 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 MKT 351 or MKT 300 or MKT 327) and completion of Tier I writing requirement} 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 MKT 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. R: Open to undergraduate students in the Public Relations Specialization.  
Current topics related to the practice of public relations.
- 460 Retail Information Systems**  
Fall, Spring. 4(4-0) P: RET 371 or MKT 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 MKT 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.
- 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 masters 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 masters 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.