

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.

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.

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.