

RETAILING

RET

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

371 Merchandise Planning and Buying

Fall, Spring. 4(4-0) P: (ACC 201 or ACC 202 or ACC 230) and ((MKT 300 or concurrently) or (MKT 327 or concurrently)) SA: HED 371

Computer application and analysis in the planning and control of merchandising budgets.

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.

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.