RETAILING AND CONSUMER STUDIES (RCS)

RCS 264 Fashion Retail Management 3
Knowledge and skills in retail operation strategy and management. Emphasis will be placed on applications of operation management concepts as well as the role of technology employed to manage inventory.

RCS 355 Retail Consumer Research 3
An introduction to reading and evaluating retail consumer data to make key merchandise buying and planning decisions. Analysis of retail consumer data as applied to the development of business strategy. **Prerequisites:** CARS major.

RCS 361 Fundamentals of Retail Buying and Merchandising 3
Investigation of the roles and responsibilities of buyers and managers in retail operations. Fundamentals of merchandise mathematics and buying. **Prerequisites:** Minimum grade of C (2.0) in both RCS 264 and one of the following: MAT 115, MAT 118, MAT 120, MAT 150, MAT 151, MAT 190, MAT 191, MAT 292.

RCS 363 Visual Merchandising and Product Presentation 3
Skill development in product presentation. Conceptualization and implementation of store displays based on an understanding of visual merchandising concepts and theories as well as planning strategies and techniques. **Prerequisites:** Minimum grade of C (2.0) in both CRS 242 and RCS 264.

RCS 460 Advanced Retail Buying and Merchandising 3
Advancing the strategies of inventory acquisition and control. Application of retail math to Excel spreadsheets in planning the assortment plan, six-month merchandise plan, and model stock plans. **Prerequisites:** Undergraduates: minimum grade of C (2.0) in RCS 361. Graduate students: permission of instructor.

RCS 464 Global Retail Strategy and Management 3
Investigation of consumer benefits offered by multichannel retailing of apparel and related consumer products. Focus on the importance of culture to successful retailing to diverse global consumers. **Prerequisites:** Minimum grade of C (2.0) in RCS 264.

RCS 484 Advanced Retail Analysis 3
Investigation of retailing from a strategic perspective. Concepts are analyzed and integrated into applied problem-solving scenarios focused on consumer needs. **Prerequisites:** Minimum grade of C (2.0) in RCS 361.

RCS 560 Advanced Retail Buying and Merchandising 3
Advancing the strategies of inventory acquisition and control. Application of retail math to Excel spreadsheets in planning the assortment plan, six-month merchandise plan, and model stock plans.

RCS 584 Advanced Retail Analysis 3
Investigation of retailing from a strategic perspective. Concepts are analyzed and integrated into applied problem-solving scenarios focused on consumer needs.

RCS 662 Behavior-Soft Lines Consumers 3
Study of environmental, individual, and psychological influences on behavior of consumers during the soft lines products consumption process.