**RETAILING AND CONSUMER STDS (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:** ECO 250. Restricted to students who are admitted to the Retailing and Consumer Studies concentration.

**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 MAT 115 and either RCS 264 or MKT 326.

**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 or MKT 326.

**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 464 for undergraduates.

**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. **Prerequisites:** Undergraduates: minimum grade of C (2.0) in RCS 361. Graduate students: permission of instructor.

**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. **Prerequisites:** Minimum grade of C (2.0) in RCS 464 for undergraduates.

**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.