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 Trend Forecasting and Consumer Analytics 3
Introduction to trend analysis and evaluating retail consumer data to
make strategic decisions.

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: Minimum grade of C (2.0) in RCS 361.

RCS 464 Global Retail Strategy and Management 3
Investigation of strategic management approaches of global retail firms.
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.