RETAILING AND CONSUMER STDS (RCS)

RCS 261 Introduction to Consumer Retailing 3
Overview of consumer and apparel retailing, focusing on basic retail principles. Analysis of retail interfaces with special emphasis on fashion retailing and related consumer products. Career opportunities investigated.

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 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 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 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.