

## RETAILING

## RET

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

- 261 Introduction to Retailing**  
 Fall, Spring. 3(3-0) SA: HED 261 Not open to students with credit in MSC 351.  
 Retailing of goods and services. Retail industry structure, location, pricing, promotion, and management.
- 362 Human Resources and Professional Practice in Retailing**  
 Spring. 3(3-0) P: (RET 261) and completion of Tier I writing requirement SA: HED 362  
 Strategies for selecting, managing, evaluating and developing employees. Leadership, motivation, team building, problem-solving, and evaluation of skills necessary to compete professionally.
- 363 Promotional Strategies in Retailing**  
 Spring. 3(3-0) P: RET 261 R: Open only to juniors or seniors. SA: HED 363  
 Overview of integrated marketing communications as they apply to retailing. Development and implementation of promotional strategies for retailers.
- 371 Merchandise Planning and Buying**  
 Fall, Spring. 4(4-0) P: ((RET 261 or MSC 351) and completion of Tier I writing requirement) and (MSC 300 or MSC 327) and (CSE 101 or CSE 131) and (MTH 112 or MTH 110 or MTH 152H or MTH 116 or MTH 124 or MTH 132 or MTH 201 or STT 200 or STT 201) and (ACC 201 or ACC 230) SA: HED 371  
 Computer application and analysis in the planning and control of merchandising budgets.
- 373 Retail Entrepreneurship**  
 Fall, Spring. 3(3-0) P: RET 261 or MSC 351 R: Open to juniors or seniors. SA: HED 373  
 Small retailing and service businesses and the economy. Problems and strategies for effective management. New venture creation.
- 402 Public Relations Topics in Retailing**  
 Fall, Spring, Summer. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402, or RET 402. P: (ADV 225 or JRN 200 or JRN 205 or CAS 299) and ADV 260 and (COM 200 or STT 200) R: Approval of department.  
 Current topics related to the practice of public relations.
- 460 Retail Information Systems**  
 Fall, Spring. 4(4-0) P: RET 371 or MSC 351 SA: HED 460  
 Information needed to make effective retail decisions. Use of technology in collecting, analyzing, and interpreting retail systems data and in writing and presenting reports.
- 465 International Retailing**  
 Fall, Spring. 3(3-0) P: (RET 261 or MSC 351) and completion of Tier I writing requirement R: Open to juniors or seniors in the Retailing major. SA: HED 465  
 Influence of economic development on distribution and consumption. Retailing in the world market.
- 471 International Buying and Product Development**  
 Fall, Spring. 3(3-0) P: RET 371 SA: HED 471  
 International merchandising. Global procurement. Sourcing strategies and international purchase negotiations.
- 481 Retail Strategy Analysis**  
 Fall, Spring. 3(3-0) P: ((RET 371) and completion of Tier I writing requirement) and (FI 201 or FI 320 or ABM 435) RB: RET 363 and RET 373 SA: HED 481  
 Strategic and financial planning for retailers.
- 490 Independent Study**  
 Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Not open to freshmen or sophomores. Approval of department.  
 Supervised individual study in an area of retailing.
- 492 Special Topics in Retailing**  
 Fall, Spring, Summer. 1 to 9 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to seniors or graduate students.  
 Issues and problems in contemporary retailing. Effects of new technology and processes on retail practice.
- 493 Internship in Retailing**  
 Fall, Spring, Summer. 3 to 8 credits. P: RET 362 or MGT 325 R: Approval of department. SA: HED 493A  
 Supervised professional experience in a selected company which cooperates in offering students structured management activities.
- 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.
- 864 International Retailing Theory**  
 Spring. 3(3-0) RB: RET 861 SA: HED 864  
 Global retail systems. Internationalization theories.
- 865 Japanese Retailing**  
 Summer. 3(3-0) SA: HED 865  
 Distribution of consumer products in Japan. Changing retail formats leading to the emergence of discount retailers. Strategic alliances and vertical channel systems. Cultural considerations.
- 873 International Consumer Behavior**  
 Spring. 3(3-0) SA: HED 873  
 Analysis and application of consumer behavior theory and models in international retailing. Behavioral and cross cultural research and theoretical issues in the global marketplace. Strategy development for adapting merchandising to global markets.
- 890 Supervised Independent Study in Retailing**  
 Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 9 credits in all enrollments for this course. SA: HED 890A  
 Independent study in topics related to consumer behavior, ecommerce, retail strategy, human resource management, or international retailing.
- 891 Topics in Retailing**  
 Fall, Spring, Summer. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course. SA: HED 891A  
 Selected topics related to consumer behavior, ecommerce, retail strategy, human resource management, or international retailing.
- 893 Internship in Retailing**  
 Fall, Spring. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. SA: HED 893A  
 Supervised internship in a professional setting in consumer behavior, ecommerce, human resource management, or international retailing.
- 898 Master's Project**  
 Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open only to master's students in the Retailing major.  
 Master's degree Plan B project. Participation in a research project in retailing.
- 899 Master's Thesis Research**  
 Fall, Spring, Summer. 1 to 7 credits. A student may earn a maximum of 20 credits in all enrollments for this course. R: Open only to master's students in the Retailing major.  
 Master's thesis research.
- 900 Decision Processes in Retailing**  
 Spring. 3(3-0) R: Approval of department. SA: HED 900  
 Theories and literature on decision processes in organizational and individual consumer contexts.
- 901 Professional Seminar**  
 Fall. 3(3-0) RB: Research methods course. SA: HED 901  
 Identification of researchable problems in retailing, services, and industries. Strategies and techniques for preparing grant proposals and manuscripts for publication.
- 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.