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
Fall. 3(3-0) P: RET 261 R: Open 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 MKT 351 or MKT 300 or MKT 327) and completion of Tier I writing requirement] 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 220) 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 MKT 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 R: Open to undergraduate students in the Public Relations Specialization.
Current topics related to the practice of public relations.

460 Retail Information Systems
Fall, Spring. 4(4-0) P: RET 371 or MKT 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 MKT 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.

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, Spring. 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.

871 Retail Theory and Strategy
Summer. 3(3-0)
Global best practices in retail strategy. Use of analytics in strategy development. Private label strategies in international markets.

873 International Consumer Behavior
Spring. 3(3-0) SA; HED 873.

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, e-commerce, 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, e-commerce, human resource management, or international retailing.

896 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 Making and Judgment
Fall. 3(3-0) R: Approval of department. SA; HED 900.
Theories and literature of decision making and judgment 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. SA; HED 999.
Doctoral dissertation research.