Major Map: Retailing
Bachelor of Science (B.S.)
Fashion Merchandising & Digital Innovations Concentration
College of Hospitality, Retail, and Sport Management
Retailing Department
Bulletin Year: 2024-2025

UNIVERSITY OF South Carolina

This course plan is a recommended sequence for this major. Courses designated as critical (!) may have a deadline for completion and/or affect time to graduation. Please see the Program Notes section for details regarding "critical courses" for this particular Program of Study.

Critical	Course Subject and Title	Credit Hours	Min. Grade[1]	Major GPA[2]	Code	Prerequisites	Notes
Semester One (15 Credit Hours)							
!	ENGL 101 Critical Reading and Composition	3	C		CC-CMW		
	Carolina Core ARP[3]	3			CC-ARP		
!	RETL 268 Principles of Fashion Merchandising	3	C		MR		
	Carolina Core Requirement[4]	3			CC		
	UNIV 101 The Student in the University or Carolina Core Requirement[4]	3			PR/CC		
Semester Two (15-16 Credit Hours)							
!	ENGL 102 Rhetoric and Composition	3	C		CC-CMW CC-INF	C or better in ENGL 101	
	Carolina Core ARP[3]	3			CC-ARP		
!	RETL 265 Principles of Retailing	3	C		MR		
	SPCH 140 Public Communication or SPCH 230 Business and Professional Speaking	3			CC-CMS		
	Carolina Core Requirement[4]	3-4			CC		
Semester Three (15-16 Credit Hours)							
!	RETL 261 Principles of Accounting I	3	C		CR		
	SPTE 240 Business Law	3	C		CR		
	RETL 242 HRSM Professional Communications	3	C		CR	C or better in ENGL 101 & 102	
	RETL 201 Exploration of Retail Mgmt. & Fashion Merchandising Industries	3	C		MR		
	Foreign Language[5] or other Carolina Core Requirement[4]	3-4			CC-GFL		
Semester Four (12 Credit Hours)							
!	RETL 295 Retailing Practicum[6]	6	C		MR	RETL 265; Instructor Approval	
	RETL 262 Principles of Accounting II	3	C		CR	RETL 261	
	Foreign Language[5] or other Carolina Core Requirement[4]	3			CC-GFL		
	Carolina Core Requirement[4] or Approved Elective[7]	3			CC/PR		
Semester Five (12-13 Credit Hours)							
!	RETL 366 Retail Buying	3	C		MR	RETL 261; Junior or Senior standing	
	RETL 310 Digital Retailing	3	C		MR	D or better in RETL 265	
	HTMT 344 Personnel Organization & Supervision	3	C		CR		
	Carolina Core Requirement[4]	3-4			CC		
Semester Six (12 Credit Hours)							
	RETL 365 Visual Merchandising & Store Design	3	C		MR		
	RETL Elective[8]	3	C		MR		
	SPTE 274 Computer Applications in HRSM	3	C		CR		
	Carolina Core Requirement[4] or Approved Elective[7]	3			CC/PR		
Semester Seven (15 Credit Hours)							
	RETL 485 Multi-National Retailing	3	C		MR	Junior or Senior standing	
	RETL 369 Retail Promotion	3	C		MR		
!	RETL 368 Fashion Product Analysis	3	C		MR		
	RETL Elective[8]	3	C		MR		
	Carolina Core Requirement[4] or Approved Elective[7]	3			CC/PR		
Semester Eight (14 Credit Hours)							
	RETL 462 Merchandise Management Strategies	3	C		MR	RETL 366 & 368; Junior or Senior standing	
	RETL 425 Customer Experience Management	3	C		MR	C or better in RETL 265; Junior or Senior standing	
	RETL 385 Global Sourcing in Retail and Fashion	3	C		MR	RETL 261 & 265; Junior or Senior standing	
	HRSM 301 Professional Development Seminar	3	C		CR		
	Approved Elective[7]	2			PR		
Summer (6 Credit Hours)							
	RETL 495 Retailing Internship[9]	6	C		MR CC-INT	RETL 295; Completion of required paperwork & internship director approval	

J. Campbell

Graduation Requirements Summary

Minimum Total Hours	Minimum Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Institutional GPA
120	54	23-35	31-43	2.00

1. Regardless of individual course grades, students must maintain a minimum 2.00 cumulative GPA.
2. Some colleges require a minimum GPA for major courses. Courses indicated below are included in the major GPA for this program of study.
3. The ARP Requirement for Retailing may be met through two options: 1) MATH 122 plus an additional course from Mathematics (at the next higher level), one STAT course, or one CSCE course, or one Logic course; or 2) Two CC-ARP courses in the same field, except MATH, from either STAT, CSCE, or Logic.
4. The Carolina Core provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
5. College of HRSM students must demonstrate proficiency in a foreign language by achieving a score of 2 or higher on the foreign language placement test, or credit equivalent to USC 109 and 110 courses, or credit equivalent to the USC 121 course.
6. Supervised work experience in an area of the retail industry, selected by the student and approved by the Retailing Internship Director.
7. The Retailing major curriculum includes 2-14 hours of approved (free) electives, depending on how students fulfill the Carolina Core requirements and whether or not students choose a minor.
8. RETL Electives (6 hours): Some RETL electives have prerequisites that must be completed. Check each course's description in the Bulletin for information.

Choose from the following:	
RETL 115 – Fashion History: A Global View (3)	RETL 460 – Retail Branding Strategies (3)
RETL 116 – Fashion Through the Ages: 1800 A.D. to Present (3)	RETL 472 – Category Management (3)
RETL 237 – The Changing Consumer Marketplace (3)	RETL 487 – Retail Management Strategies (3)
RETL 250 – Sustainability in Fashion and Retail (3)	RETL 530 – Fashion and the Law (3) –*offered fall only*
RETL 330 – Asset Protection for Retailers (3)	RETL 551 – Advanced Retail Business Planning (3)
RETL 350 – Sales Strategies (3)	RETL 562 – Advanced Merchandise Mgmt. Strategies (3) –*offered spring only*
RETL 351 – Retail Entrepreneurship (3)	RETL 590 – Special Topics in Retail Management (3)
RETL 362 – Principles of Customer Service (3)	RETL 592 – Retailing/Fashion Merch. Field Study (3) –*may be taken twice for academic credit*
RETL 388 – Fashion Forecasting (3)	

9. Internship experience within the industry that prepares students for permanent placement. Students are responsible for securing their own internship and should contact the internship director for resources to identify opportunities of interest and to seek approval once an internship has been secured. Students are not permitted to enroll in RETL 495 without seeking the approval of the internship director first. It is strongly recommended that students not take additional courses while completing RETL 495. Students will not be permitted to enroll in more than 13 total hours while completing RETL 495.

Program Notes:

- Courses designated as critical (!) may affect time to graduation due to prerequisite requirements for subsequent required courses.
- All undergraduate students must take a 3-credit course or its equivalent with a passing grade that covers the founding documents. This course may fulfill any requirement in the program of study. Courses that meet this requirement are listed in the academic bulletin.
- Clarification of RETL 295: Retailing Practicum vs. RETL 495: Retailing Internship
  - RETL 295: Retailing Practicum—a practicum is a job in retailing or a closely-related field, for example, as a clerk or an associate in a store, boutique or gift shop, in an insurance or real estate company, in a bank or other financial institution, etc.
  - RETL 495: Retailing Internship—an internship gives the student more responsibility and an intense experience in retailing or a closely-related field and may take one of two forms:
    1) the student is participating in an employer's formal internship program as an intern, or
    2) the student is interning for an employer that does not have a formal internship program; however, the student is working in a position on a higher level than the practicum; for example, as an assistant manager, an assistant buyer, a manager trainee, etc.
  - Students must complete RETL 295: Retailing Practicum before they can enroll in RETL 495: Retailing Internship. Both are required for the Bachelor of Science Degree in Retailing.
- No courses of remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward the Bachelor of Science Degree in Retailing.
- The last 30 credit hours toward your degree must be earned in residence at the University of South Carolina-Columbia.

University Requirements: Bachelor's degree-seeking students must meet Carolina Core (general education) requirements. For more information regarding these requirements, please visit the Carolina Core page on the University website.

Codes:			
CC	Carolina Core	**CC-INF**	Carolina Core – Information Literacy
CC-AIU	Carolina Core-Aesthetic and Interpretive Understanding	**CC-INT**	Carolina Core – Integrative Course
CC-ARP	Carolina Core-Analytical Reasoning and Problem-Solving	**CC-SCI**	Carolina Core – Scientific Literacy
CC-CMS	Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component	**CC-VSR**	Carolina Core – Values, Ethics, and Social Responsibility
CC-CMW	Effective, Engaged, and Persuasive Communication: Written Component	**CR**	College Requirement
CC-GFL	Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language	**MR**	Major Requirement
CC-GHS	Carolina Core – Historical Thinking	**PR**	Program Requirement
CC-GSS	Carolina Core – Social Sciences		

Disclaimer: Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.