

RETAIL MERCHANDISING

Associate in Applied Science Degree Program

I. General Education Requirements 20 Credits

Goal 1: Written and Oral Communication (CM) 4 cr
 ENGL 1117*, Reading and Writing Critically I

Goal 2: Critical Thinking (CT) MAY BE MET BY ANY COURSE IN MNTC 1-10 GOALS

Goal 3: Natural Sciences (NS) 3 cr
 Natural Science must include one lab course in Biology, Chemistry, Earth Science or Physics

OR

Goal 4: Mathematics/Logical Reasoning (MA) 3 cr
 Mathematics must be 1111 level or above

Goal 5: History and the Social and Behavioral Sciences (SS) 3 cr
 Electives from Anthropology*, Geography*, History*, Political Science, Psychology*, Sociology*, or JOUR 1110, Introduction to Mass Communication
 Recommended: ECON 1101*, Introduction to Economics
OR ECON 2214, Principles of Economics: Microeconomics

Goal 6: Humanities – the Arts, Literature, and Philosophy (HA) 3 cr
 Electives from Art, English Literature*, Foreign Culture, Humanities*, JOUR 1106, Music, Philosophy*, Speech/Theater

Additional General Education Electives... 7 cr
 Choose elective credits from Goals 1, 3, 4, 5 or 6
 Recommended: SPCH 1114, Fundamentals of Speech

***Honors equivalents available**

II. Professional Retail Merchandising Core RequirementsMinimum 32 Credits

	RMDS 1110	Introduction to Retail Merchandising	3 cr
	RMDS 1120	Visual Merchandising	3 cr
	RMDS 1130	Textiles	3 cr
	RMDS 1140	Professional Image in Business	2 cr
	RMDS 2230	Showmanship and Promotion	3 cr
	RMDS 2240	History of Costume	3 cr
	RMDS 2250	Store Management.....	3 cr
	RMDS 2260	Retail Buying	3 cr
	RMDS 2290	Retail Seminar.....	1 cr
	RMDS 2294	Internship	2 cr
	ACCT 1101	Introduction to Accounting	3 cr
OR	ACCT 2217	Financial Accounting	4 cr
	RMDS 2201	Principles of Marketing.....	3 cr

For more information contact:

http://www.rctc.edu/counseling_career_center/pdf/AdvisorList-2008-09.pdf

III. Electives:.....Minimum 8 Credits

Any RMDS, BUS, SMGT prefix or Program Leader Approval.

Recommended Electives:

RMDS 1150	Introduction to Interior Decorating	3 cr
RMDS 2210	National/International Retail Merchandising Study Tour....	2 cr
RMDS 2221	Interior Design.....	3 cr
RMDS 2290	Retail Merchandising Seminar	1 cr
RMDS 2294	Internship	2 cr
BUS 2201	Principles of Marketing.....	3 cr
BUS 2232	Principles of Management	3 cr
SMGT 1125	Leadership Development and Ethics.....	3 cr
SMGT 1135	Managing Change and Conflict.....	2 cr

TOTAL.....60 Credits

Purpose: The Retail Merchandising Program prepares graduates for mid-management employment and subsequent advancement in the field of retail and interior decorating. The student may also use the program to satisfy the first two years of a four-year retail merchandising program and/or interior decorating option. Students are required to do an internship and may participate in student tours to such markets as New York, Paris, London, and Hong Kong, which provide challenging opportunities.

Occupational Objectives: The program provides opportunities for careers such as: buyers, department managers, group managers, store managers, manufacturer’s representatives, visual merchandisers, promotions directors, fashion directors, journalists, and human resource managers. Graduates with the interior decorating option may seek employment in retailing, interior studios, consulting, or managing their own businesses.

FALL SEMESTER I

RMDS 1110, 3 cr
 RMDS 1120, 3 cr
 RMDS 2290, 1 cr
 Gen Ed, 3 cr
ENGL 1117, 4 cr
14 cr

OR

SPRING SEMESTER I

RMDS 1130, 3 cr
 RMDS (1120), 3 cr
 RMDS 2240, 3 cr
 BUS 2201, 3 cr
 MATH/SCI, 3 cr
Elective, 2 cr
15 cr

FALL SEMESTER II

RMDS 1140, 2 cr
 RMDS 2230, 3 cr
 RMDS 2294, 2 cr
 ACCT, 3 or 4 cr
 FINE ART/HUM, 3 cr
Elective, 3 cr
16 cr

SPRING SEMESTER II

RMDS 2250, 3 cr
 RMDS 2260, 3 cr
 HIST/SOC SCI, 3 cr
 Elective, 3 cr
Gen Ed, 4 cr
15 cr

Implementation: Fall 2009
 Revised: 06/10/2009
 Reviewed : 06/2009

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