



### MINOR INFORMATION

- This minor is not available to Retailing and Consumer Sciences (RCSC) majors. Courses used for the minor cannot overlap with the Digital Retailing Certificate.
- This interdisciplinary minor program explores digital retailing from multiple perspectives, including consumer behavior, digital marketing, information architecture and systems, merchandise buying and sourcing, management, retail operations, and logistics.

### MINOR REQUIREMENTS:

- **RCSC 205 & 205A** are prerequisites to many upper division ELECTIVE courses, so it's recommended beginning courses for all Digital Retailing Minor students. Digital Retailing Minor students can view recommended and required prerequisites by viewing the prerequisite guide on our RCSC advising website.
- All prerequisites are monitored by Faculty. If students do not have the proper prerequisite coursework, instructors may remove students from a course. If you have questions about your prior coursework and eligibility to enroll, contact an RCSC advisor or the professor teaching the course.

### MINOR POLICIES

- Interested students must complete an **Digital Retailing Minor Information Session** and Quiz Online. **A 2.0 GPA is required to declare**
- 3 units of experiential coursework may apply to the minor (independent study or directed research). Required applications for these courses can be found online. Instructor approval required

### ENROLLMENT INFORMATION

- You will enroll in Digital Retailing classes using UAccess
- There are a limited number of seats in each class/section. It is highly encouraged that you enroll as soon as possible to ensure you get a seat!
- Being declared to the Digital Retailing minor does not guarantee you space in classes

### Digital Retailing Minor Requirements

#### Core Courses (13 units)

- RCSC 205 & 205A (3 units; 1 unit): Merchandise Planning & Control
- RCSC 220 – Markets, Finance and Retailing (3 units) **OR** ACCT 250 (3) Survey of Accounting
- RCSC 260 (3) Shopper Data and Business Analytics **OR** HECL 202, PSY 290A, SOC 374: Research Methods
- RCSC 360 (3) Digital Retailing

#### Digital Retailing Minor Electives (6 units)

**\*\*IMPORTANT NOTE:** Only designated Digital Retailing Courses will satisfy the Elective requirement.

- RCSC 310 Retail Management and Operations (3 units)
- RCSC 324 Customer Experience Management (3)
- RCSC 325 Retail Innovation and Entrepreneurship (3)
- RCSC 326 Product Development (3)
- RCSC 350 Supply Chain Management (3)
- RCSC 361 Social Media, Influencers and Consumers (3)
- RCSC 434 Omnichannel and Multichannel Retailing (3)
- RCSC 440 Customer Research and Insights
- RCSC 496A Topics in Retailing and Consumer Science (3)

#### **Experiential electives:**

Up to 3 units of RCSC 399/499 Independent Study or RCSC 492 Directed Research may be applied with instructor approval and a digital retailing related topic. \*Maximum of 3 units of experiential electives may be applied to the RCSC Minor. Instructor approval required.

**FOR MORE INFORMATION AND TO DECLARE THE MINOR ONLINE:**

<https://norton.arizona.edu/rcsc-dig-retail-minor-info-session>

**RCSC and Digital Retailing ADVISING:**

Amye Chaparro: [chaparro@arizona.edu](mailto:chaparro@arizona.edu)

For general questions, please email:

[nortonminoradvising@email.arizona.edu](mailto:nortonminoradvising@email.arizona.edu)