

RCSC COURSE INFORMATION: Prerequisites

RCSC LOWER DIVISION

RCSC 114	Introduction to Retailing	No Prerequisites
RCSC 197A	RCSC Academic Culture	Recommended Prerequisite: Highly recommended for RCSC freshman and sophomores entering the RCSC BS degree program
RCSC 205	Merchandise Planning and Control	Recommended Prerequisite: MATH 112
RCSC 205A	Merchandise Planning and Control/Buying Lab	Recommended Prerequisite: MATH 112
RCSC 220	Markets, Finance and Retailing	No Prerequisites
RCSC 240	Consumer Behavior	No Prerequisites
RCSC 250	Consumers and Globalization	No Prerequisites
RCSC 260	Shopper Data and Business Research	No Prerequisites

RCSC Upper Division

Follow all Required/Recommended Prerequisites listed before enrolling

RCSC 305	Advanced Retail Planning	Required Prerequisite: RCSC 205
RCSC 310	Retail Management and Operations	Required Prerequisite: RCSC 114, RCSC 205
RCSC 315	Retail Communications Strategy	Required Prerequisite: RCSC 114, RCSC 240
RCSC 316	Retail Business Analysis	Required Prerequisite: RCSC 220, or ACCT 250, or [ACCT 200 and ACCT 210], and RCSC 205, Co-req RCSC 316A
RCSC 316A	Retail Business Analysis Lab	Required Prerequisite: RCSC 220, or ACCT 250, or [ACCT 200 and ACCT 210], and RCSC 205, Co-req RCSC 316
RCSC 320	Retail Brand Strategy	Required Prerequisite: RCSC 240
RCSC 324	Customer Experience Management	No Prerequisites
RCSC 325	Retail Innovation and Entrepreneurship	Required Prerequisite: RCSC 220 or ACCT 250 or ACCT 200
RCSC 326	Product Development	Required Prerequisite: RCSC 240
RCSC 330	Food Retailing	No Prerequisites
RCSC 340	Consumer Behavior in Retailing	Required Prerequisite: RCSC 240
RCSC 346	Fundamentals of Marketing	No Prerequisites
RCSC 350	Supply Chain Management	Required Prerequisite: RCSC 205
RCSC 360	Digital Retailing	Required Prerequisite: RCSC 205
RCSC 361	Social Media, Influencers and Consumers	Required Prerequisite: RCSC 205
RCSC 380	Sustainable Consumption	Required Prerequisite: RCSC 240
RCSC 384	Leadership, Ethics, and Management Practices	Required Prerequisite: RCSC 114
RCSC 405	Merchandising Systems	Required Prerequisite: RCSC 205

RCSC 415	Retail Store Design, Planning and Display	Required Prerequisite: RCSC 114 and RCSC 240
RCSC 424	Services Retailing	Required Prerequisite: RCSC 114 and RCSC 240
RCSC 434	Omnichannel and Multichannel Retailing	Required Prerequisite: RCSC 205
RCSC 440	Customer Research and Insights	Required Prerequisite: RCSC 240 and Statistics (FCSC 201, PSY 230, BNAD 276, or SOC 375)
RCSC 446	Global Retailing	Required Prerequisite: RCSC 114 and RCSC 240
RCSC 451	Marketing Strategy	
RCSC 471	Advanced Analytics Lab	Required Prerequisite: RCSC 205
RCSC 472	Market Analysis Lab	Required Prerequisite: RCSC 205
RCSC 473	Data Visualization Lab	Required Prerequisite: RCSC 205
RCSC 480	Sustainable Retailing	Required Prerequisite: RCSC 114 and RCSC 240
RCSC 498	RCSC Senior Capstone	Required Prerequisite: RCSC 316 and RCSC 316A
*Course offerings are subject to change each semester based on department ability to offer coursework		