



### MINOR INFORMATION

- With a minor in Retailing and Consumer Science (RCSC), you will be able to build your knowledge and skills in the rapidly-growing consumer products and services sector to supplement a wide range of majors. As a RCSC Minor, you can customize your courses to focus on retail management, merchandising, consumer marketing, product development, customer experience, and sustainable consumption.

### MINOR REQUIREMENTS:

- **RCSC 114 and RCSC 240** are prerequisites to many upper division RCSC ELECTIVE courses, so 114 and 240 are recommended beginning courses for all RCSC Minor students. RCSC Minor students can view recommended and required prerequisites by viewing the prerequisite guide on our RCSC advising website.
- All prerequisites are monitored by RCSC 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 **RCSC 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 research). Required applications for these courses can be found online. Instructor approval required

### ENROLLMENT INFORMATION

- You will enroll in all RCSC 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 RCSC minor does not guarantee you space in classes

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

<https://norton.arizona.edu/how-declare-rcsc-minor>

### RCSC ADVISING:

Amye Chaparro: [chaparro@arizona.edu](mailto:chaparro@arizona.edu)  
For general questions, please email:  
[nortonminoradvising@email.arizona.edu](mailto:nortonminoradvising@email.arizona.edu)

### RCSC Minor Requirements Effective Fall 2022

#### Two Required Courses (6 units)

RCSC 114 – Introduction to Retailing (3 units)

RCSC 240 – Consumer Behavior (3 units)

#### Quantitative Reasoning Course (3-4 units)

##### Choose ONE option below

RCSC 205 – Merchandise Planning and Control (3 units) **AND**

RCSC 205A Merchandise Planning Lab (1 unit)

##### **OR**

Research Methods – HECL 202, PSY 290A, or SOC 374 (3 units)

##### **OR**

RCSC 260 – Shopper Data and Business Analytics (3 units; Fall Term Course Offering)

#### RCSC Minor Electives (9 units)

RCSC 305 Advanced Retail Planning (3 units)

RCSC 310 Retail Management and Operations (3 units)

RCSC 320 Product Development and Brand Management (3 units)

RCSC 324 Customer Experience Management (3 units)

RCSC 325 Retail Innovation and Entrepreneurship (3 units)

RCSC 326 Product Development (3 units)

RCSC 330 Food Retailing Principles (3 units)

RCSC 340 Consumer Behavior in Retailing (3 units)

RCSC 346 Fundamentals of Marketing (3 units)

RCSC 350 Supply Chain Management (3 units)

RCSC 360 Digital Retailing (3 units)

RCSC 380 Sustainable Consumption (3 units)

RCSC 405 Merchandising Systems (3 units)

RCSC 415 Retail Store Design, Planning and Display (3 units)

RCSC 424 Services Retailing (3 units)

RCSC 434 Omnichannel Retailing (3 units)

RCSC 440 Customer Research and Insights

RCSC 446 Global Retailing (3 units)

RCSC 471 Advanced Analysis Lab (1 unit)

RCSC 472 Market Analysis Lab (1 unit)

RCSC 473 Data Visualization Lab (1 unit)

RCSC 480 Retailing and Sustainable Consumption (3 units)

RCSC 496A Topics in Retailing and Consumer Science (3 units)

**Experiential electives:** RCSC 399 or RCSC 499 Independent Study OR RCSC 492 Directed Research\*

\*Maximum of 3 units of experiential electives may be applied to the RCSC Minor. Instructor approval required.