



*Course offerings are subject to change each semester based on department ability to offer course

RCSC LOWER DIVISION			Typically Offered
RCSC 114	Introduction to Retailing		F,SP,SS
RCSC 197A	RCSC Academic Culture	Recommended Prerequisite: Highly recommended for RCSC freshman and sophomores entering the RCSC BS degree program	F,SP
RCSC 205	Merchandise Planning and Control	Recommended Prerequisite: MATH 112 Co-req RCSC 205A	F,SP,SS
RCSC 205A	Merchandise Planning and Control/Buying Lab	Recommended Prerequisite: MATH 112 Co-req RCSC 205	F,SP,SS
RCSC 220	Markets, Finance and Retailing		F,SP
RCSC 240	Consumer Behavior		F,SP,SS
RCSC 260	Shopper Data and Business Research	Recommended Prerequisite: Statistics	F
RCSC 295A	RCSC Career Exploration		F,SP

*Lower Division course sequencing is essential to building a solid foundation to understanding the RCSC Upper Division Core coursework ahead.

RCSC Upper Division CORE			Typically Offered
Follow all Required/Recommended Prerequisites listed before enrolling			
RCSC 315	Retail Communications Strategy	Required Prerequisite: RCSC 114, RCSC 240	F,SP
RCSC 316	Retail Business Analysis	Required Prerequisite: RCSC 220, or ACCT 250, or [ACCT 200 and ACCT 210], and RCSC 205/205A, Co-req RCSC 316A	F,SP
RCSC 316A	Retail Business Analysis Lab	Required Prerequisite: RCSC 220, or ACCT 250, or [ACCT 200 and ACCT 210], and RCSC 205/205A Co-req RCSC 316	F,SP
RCSC 384	Leadership, Ethics, and Management Practices	Required Prerequisite: RCSC 114	F,SP
RCSC 498	RCSC Senior Capstone	Required Prerequisite: RCSC 316 and RCSC 316A	F,SP

RCSC Upper Division ELECTIVES Follow all Required/Recommended Prerequisites listed before enrolling			Typically Offered
RCSC 250	Consumers and Globalization		SP, SS
RCSC 305	Advanced Retail Planning	Required Prerequisite: RCSC 205	F
RCSC 310	Retail Management and Operations	Required Prerequisite: RCSC 114, RCSC 205	SP
RCSC 320	Retail Brand Strategy	Required Prerequisite: RCSC 240	F
RCSC 324	Customer Experience Management		F
RCSC 325	Retail Innovation and Entrepreneurship	Required Prerequisite: RCSC 220 or ACCT 250 or ACCT 200	F
RCSC 326	Product Development	Required Prerequisite: RCSC 240	SP
RCSC 330	Food Retailing		SP
RCSC 340	Consumer Behavior in Retailing	Required Prerequisite: RCSC 240	
RCSC 346	Fundamentals of Marketing		SP, SS
RCSC 350	Supply Chain Management	Required Prerequisite: RCSC 205	SP
RCSC 360	Digital Retailing	Required Prerequisite: RCSC 205	F
RCSC 361	Social Media, Influencers and Consumers	Required Prerequisite: RCSC 205	SP
RCSC 380	Sustainable Consumption	Required Prerequisite: RCSC 240	F
RCSC 405	Merchandising Systems	Required Prerequisite: RCSC 205	SP
RCSC 415	Retail Store Design, Planning and Display	Required Prerequisite: RCSC 114 and RCSC 240	F
RCSC 424	Services Retailing	Required Prerequisite: RCSC 114 and RCSC 240	F
RCSC 434	Omnichannel and Multichannel Retailing	Required Prerequisite: RCSC 205	SP
RCSC 440	Customer Research and Insights	Required Prerequisite: RCSC 240 and Statistics (FCSC 201, PSY 230, BNAD 276, or SOC 375)	SP
RCSC 446	Global Retailing	Required Prerequisite: RCSC 114 and RCSC 240	F
RCSC 451	Marketing Strategy		N/A
RCSC 471	Advanced Analytics Lab	Required Prerequisite: RCSC 205	W
RCSC 472	Market Analysis Lab	Required Prerequisite: RCSC 205	F
RCSC 473	Data Visualization Lab	Required Prerequisite: RCSC 205	SP
RCSC 480	Sustainable Retailing	Required Prerequisite: RCSC 114 and RCSC 240	SP

Optional Experiential Credit Up to 12 units from the following experiential learning course courses may be used to fulfill the RCSC elective requirements		
RCSC 393/493B	Internship	Maximum 9 units
RCSC 394/494	Practicum	Maximum 12 units
RCSC 399/499	Independent Study	Maximum 12 units
FCSC 491	Preceptorship	Maximum 3 units
RCSC 492	Directed Research	Maximum 6 units
RCSC 498H	Honors Thesis	Maximum 6 units
	Study Abroad	Max 12 units for Major; Max 9 units for Minor