RCSC/HECL Course Offerings: Spring 2025

Course offerings and days/times are subject to change.
Refer to UAccess Schedule of Classes during enrollment period to confirm course information.
For registration dates please visit https://registrar.arizona.edu/registration-schedule

RCSC LOWER DIVISION

- **RCSC 114:** Introduction To Retailing — M/W/F 10:00-10:50 In Person
- **RCSC 205 & 205A:** Merchandise Planning & Control — T/Th 2:00-3:15 In Person; with 7W1 iCourse lab; 7W1 iCourse; with iCourse lab
- **RCSC 220:** Markets, Finance and Retailing — iCourse
- **RCSC 240:** Consumer Behavior — T/Th 11:00-12:15 In Person
- **HECL 201:** Introduction to Statistics — M/W/F 9:00-9:50 In Person
- **HECL 202:** Introduction to Research Methods — T 12:30-1:45 & Online Hybrid; M/W 2:00-3:15 In Person

RCSC CORE COURSES

- **RCSC 315:** Retail Communications Strategy — T/Th 9:30-10:45 In Person
- **RCSC 316 & 316A:** Retail Business Analysis — iCourse; with iCourse lab
- **RCSC 384:** Leadership, Management and Ethics — M/W 2:00-3:15 In Person
- **RCSC 498:** RCSC Senior Capstone — M/W 12:30-1:45 In Person; T/Th 12:30-1:45 In Person

RCSC ELECTIVE COURSES

- **RCSC 346:** Fundamentals of Marketing — iCourse
- **RCSC 350:** Supply Chain Management — 7W2 iCourse
- **RCSC 361:** Social Media, Influencers and Consumers — Mondays 9:30-10:45 & Online Hybrid; iCourse
- **RCSC 405**: Merchandising Systems — T/Th 11:00-12:15 In Person
- **RCSC 415**: Retail Store Design, Planning and Display — T/Th 12:30-1:45 In Person
- **RCSC 434**: Omnichannel and Multichannel Retailing — Wednesdays 9:30-10:45 & Online Hybrid; ICourse
- **RCSC 440:** Customer Research and Insights — M/W 11:00-12:15 In Person
- **PFFP 476:** Retail Financial Services — T/Th 2:00-3:15 In Person

ADVANCED COMPOSITION

- **HECL 301**: Applying Critical Thinking to Discourse — M/W 11:00-12:15 In Person; T/Th 9:30-10:45 In Person

RCSC Course Offerings: Winter 2024

RCSC ELECTIVE COURSES

- **RCSC 496A**: RCSC Special Topics — iCourse
  Title: AI (Artificial Intelligence) Workshop
  Description: This online workshop explores the transformative impact of Artificial Intelligence (AI) on retail and consumer-oriented industries. Students will develop AI literacy and gain practical experience with AI cocreation using generative AI (GenAI) tools used in marketing, content creation, and related fields.
  Key topics include:
  -AI literacy for RCSC industry professionals
  -AI applications for retailing, marketing, and consumer products industries
  -Managing Human-AI teams
  -Hands-on generative AI projects for marketing, planning, and content development
  -Ethical considerations and future trends
  Through interactive exercises, online discussions, and project-based learning, students will acquire AI skills and knowledge directly applicable to careers in retail, marketing, and consumer science. This course bridges human-AI cocreation theory and practice, preparing students to leverage AI technologies in professional roles.