

Retail (RTL) Courses

RTL1005 Introduction to Retailing

This course is designed to introduce the student to the field of retailing. Current industry practices, such as multi-channel retailing, omni-channel retailing, organizational structures and technology are emphasized. Recent concepts and practices in the field are highlighted, with special attention focused on industry terminology. Career paths and leadership styles are also incorporated into this course. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

RTL1010 Textiles

This course is an overview of the production and utilization of fibers, yarns and fabrics. Emphasis is placed on the performance of textiles for specific end uses. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

RTL1020 The Business of Fashion

This introductory course is designed to increase students' powers of observation, research and analysis of fashion. Students learn the vocabulary of the field, the structure of the industry, domestic and foreign designers, and historical as well as contemporary influences on fashion. The motivations of dress, theories of fashion adoption and the fashion lifecycle are explored as sources of information to establish fashion statements and forecast fashion trends. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

RTL1050 Visual Merchandising

This course is an overview of the field of visual merchandising. Emphasis is placed on the importance of store image, color and composition, types of displays, and fixtures. Other topics include the use of mannequins, mannequin alternatives, signage and graphics, and floor plans.

Offered at Charlotte, Denver, North Miami, Providence
4.5 Quarter Credit Hours

RTL2005 Global Sourcing

This course allows students to examine the import marketing process, import regulations, sources of supply, supplier management and development, and transportation in order to learn how to participate in the global marketplace and negotiate in cross-cultural situations.

Prerequisite(s): MRKT1001 or RTL1005, sophomore status.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

RTL2010 Apparel Quality Analysis

This course provides students with a method for evaluating the quality of ready-to-wear apparel. Using an industry approach, the course integrates the study of traditional clothing construction with that of apparel production. Focus is on making informed business decisions in fashion merchandising and marketing using an understanding of how apparel is produced and an appreciation of the features that affect cost and quality.

Prerequisite(s): RTL1010.

Offered at Charlotte, Denver, North Miami, Providence
4.5 Quarter Credit Hours

RTL2050 Fashion Promotion

The theory of fashion promotion is explored as it relates to the selling and marketing of fashion merchandise to the public. This course explores the nature of the fashion promotion industry and its use of various media to make consumers aware of current trends and styles. The text addresses itself to the career-minded student who wants to be involved in the marketing, merchandising and promotion of fashion.

Offered at Denver, Providence, Providence CE

4.5 Quarter Credit Hours

RTL2063 Retail Industry Seminar

This course is offered in three components. One component is devoted to the mathematics of merchandising with its ramifications and effects on profitability and terms of sale. The second component is presented in seminar and case study format where students explore the importance of decision making and its effects at all levels of the retail industry. The third component is the industry field trips. Students are encouraged to examine personal and professional goals as they visit with local industry guests/hosts. Students are encouraged to network with industry speakers and begin planned career opportunities for the future.

Prerequisite(s): RTL1005, RTL1020. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

RTL2095 Fashion and Retail Lab

This course gives students laboratory experience in merchandising functions. Students participate in a simulated work environment under the supervision of faculty with expertise in the industry. Market analysis and trend research are included with "back-of-the-house" simulations in buying, vendor communications, catalog operations and merchandise promotion modules.

Prerequisite(s): RTL1005, RTL1010, sophomore status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

RTL3010 Merchandise Buying

This course provides the student with the principles that govern the movement of merchandise. Students are expected to know the environmental factors that influence the behavior of consumers and the techniques for determining and predicting merchandise cycles. This course outlines the merchandising activities and marketing trends of those industries involved with producing and providing goods in the marketplace. The options of the buyer in making merchandise budgets, plans and decisions are presented. This background provides the basis for examining the merchandising activities and decisions expected of a buyer at the retail level. Buying activities are compared for a variety of retail settings.

Prerequisite(s): RTL1005.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

RTL3020 Merchandise Mathematics

This course is designed to examine the philosophies, theories and techniques underlying the allocation of merchandise investments, control of sales and control of inventory (including planning and pricing) in retail stores. The course approaches retail management from the standpoint of the retail businessperson and is intended to serve as a tool for the student of retailing or merchandising.

Prerequisite(s): RTL1005. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

RTL3030 Cases in Fashion and Retail

This course analyzes and compares fashion and retail merchandise and management techniques used in specialty store, department store, chain store and mass merchandising operations. A case study approach is used in evaluating merchandise and management decisions in a variety of cases involving issues, types of operations and levels of management.

Prerequisite(s): RTL2063, junior status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

RTL3055 History of Fashion

This advanced course focuses on the elements affecting dress from antiquity through the 20th century. Using an interdisciplinary approach, students explore the complex relationship between dress and textiles as a reflection of material culture and phenomena, such as social structure, technology, aesthetics, geography, politics and religion. The constants and changes in human ecology are analyzed using primary sources including archaeological discoveries, artworks, written documents, period photographs and extant objects. Critical thinking skills and scholarship are emphasized as students apply a historical framework to real-world issues in today's global marketplace.

Prerequisite(s): RTL1010, RTL1020. (HY)

Offered at Charlotte, Denver, North Miami, Providence

4.5 Quarter Credit Hours

RTL3060 Fashion Forecasting

This course introduces the student to the field of fashion forecasting.

Emphasis is on the framework of fashion forecasting, fashion and market dynamics of fashion forecasting and utilizing these dynamics in the global retail workplace. Current conditions, concepts, practices and research in the retail field are focused on throughout the course with special attention placed on industry terminology; case studies utilizing market research and competitive analysis are incorporated into this course.

Prerequisite(s): RTL1005, RTL1020. (HY)

Offered at Charlotte, Denver, North Miami, Providence, Providence CE

4.5 Quarter Credit Hours

RTL3150 Special Topics in Fashion, Retailing and Marketing

This course is a study of how fashion, retailing and marketing trends today impact consumers, business and society. Emphasis is on current literature, advanced problems and research tools applicable to the chosen topic. This course focuses on a different area, issue or theme each year, depending on student interest. The topic area may not be usually found in the conventional classroom course.

Prerequisite(s): MRKT1001, sophomore status.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE

4.5 Quarter Credit Hours

RTL4010 Retail Executive Decision Making

This is a senior-level capstone course designed to give students insight into retail strategy. Using a variety of teaching methods, this course is intended to develop critical thinking skills and abilities needed to enter executive-level positions in the retail industry. Focus is also given to making merchandising and buying decisions.

Prerequisite(s): RTL3030, senior status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence

4.5 Quarter Credit Hours

RTL4120 Fashion Merchandising & Retailing in an International Context

This course is taught as a variable 4.5-13.5 credits class only as part of a short-term summer study abroad program. Students are placed in an international context in which they can gain firsthand knowledge of how multinational fashion/retail organizations use trend analysis and forecasting in designing collections to promote both products and brands globally. The course includes industry visits, cultural excursions and experience-based projects.

Prerequisite(s): RTL1005, RTL1010, MRKT1001, acceptance into Study Abroad program.

Offered at Charlotte, Denver, North Miami, Providence

4.5-13.5 Quarter Credit Hours