

# Retail (RTL) Courses

## **RTL1030 Retailing Principles & Practices**

This course is designed to introduce the student to the field of retailing. Emphasis is placed on basic principles of the retail industry, including retail operations and administration. Current industry practices, such as multichannel retailing, omnichannel retailing and organizational structures are emphasized. Career paths and leadership styles also are incorporated into this course.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **RTL1080 Design and Merchandising**

This introductory course provides an overview of the process of developing and producing fashion products (i.e., apparel, accessories and home fashion), from concept to consumer. 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 forecast fashion trends.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **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, sophomore status.

Offered at Charlotte, Providence

3 Semester Credits

## **RTL2008 The Textiles Industry**

This course provides a comprehensive overview of the textiles industry. Students explore fibers, yarns, fabrics, dyes, prints and finishes. Emphasis is on factors that affect the hand, appearance and performance of textiles and textile products. The manufacturing of yarns and fabrics (woven, knitted and nonwoven) are examined in order to evaluate appropriate end uses.

Prerequisite(s): RTL1015 or RTL1030.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **RTL2050 Fashion Promotion**

The course explores the principles of fashion promotion as they relate to planning, selling and marketing fashion merchandise to consumers. Students explore the nature of the contemporary fashion promotion industry, and its use of integrated marketing communications to inform consumers of trends and styles.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **RTL2122 Retail and Fashion Lab**

This course is a career exploration of a variety of merchandising functions. Part of this course takes place in a laboratory setting with students completing hands-on assignments resembling merchandise management activities. Students conduct market analysis, trend research, buying, and visual merchandising under the supervision of faculty with industry expertise. This course includes industry field visits. Students are encouraged to examine personal and professional goals as they visit with local industry hosts and alumni. Students develop professional skills and network with industry speakers as they discover many retail and fashion career paths.

Prerequisite(s): RTL1015 or RTL1030, sophomore status.

Offered at Charlotte, Online, Providence

4 Semester Credits

## **RTL3010 Merchandise Buying**

This course provides the student with principles of merchandising buying. Students review the environmental factors that influence the behavior of consumers and the techniques for predicting merchandise cycles. This course outlines the merchandising activities and marketing trends of those industries involved with producing and selling goods in the marketplace. Students examine 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): RTL1015 or RTL1030.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **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 archeological 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): Junior status.

Offered at Charlotte, Providence

3 Semester Credits

## **RTL3065 Forecasting**

This course provides an overview of the field of fashion forecasting. Students learn to research, identify and evaluate trends in themes, colors, textiles and styles, as well as their impact on the textile and apparel industries. They explore garment components in order to better recognize fashion trends and develop fashion forecasts based on consumer, aesthetic and market research.

Prerequisite(s): RTL2095 or RTL2122.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **RTL3075 Textile Design for Apparel and Home Furnishings**

This hands-on course is an introduction to basic textile design techniques used by designers and manufacturers. Topics include the aesthetic and performance characteristics of fibers, yarns, weaves and knits, as well as motif development and pattern design. Methods of design incorporate dyeing, printing, surface manipulation, and embellishments. The development and ethical issues of the textile industry are also explored. Students develop an appreciation for the historic and cultural value relevant to each method and create collections of textile samples for both apparel and home.

Prerequisite(s): RTL2008.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **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): Sophomore status.

Offered at Charlotte, Providence

3 Semester Credits

## **RTL3212 Sustainability in the Fashion Industry**

This course is designed to introduce students to the topic of sustainability in the fashion industry. Students are exposed to the core issues and challenges of sustainable apparel. Focus is on the management of processes involved with raw materials, textile production, apparel design, manufacturing, selling and disposal in order to produce a positive impact on society. Concepts of the fashion supply chain and its sustainability (environmental, economic and ethical) are examined.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **RTL3240 Retail Math**

This course teaches the concepts, practices and procedures for math utilized in merchandising. Students use calculations and interpretations of figures needed to allocate merchandise investments, control of sales, and control inventory (including planning and pricing) to be profitable in retail environments. The course approaches retail management from the standpoint of the retail businessperson and is intended to serve as a tool for the student of merchandising management.

Prerequisite(s): RTL1015 or RTL1030.

Offered at Charlotte, Online, Providence

3 Semester Credits

**RTL3350 Visual Merchandising**

This course aids students in the development of skills necessary to the creation of strategic and innovative visual merchandising. Emphasis is on the importance of color and composition, types of displays, fixtures, and brand image. Other topics include the use of mannequins, mannequin alternatives, signage and floor plans, as well as display space conceptualization and implementation.

Prerequisite(s): RTL1015 or RTL1030.

Offered at Charlotte, Online, Providence

3 Semester Credits

**RTL4050 Strategic Planning in Merchandising**

This senior-level capstone course uses research, data collection and analysis to address real-world situations. Students evaluate, formulate and predict the effectiveness of business strategies for the fashion merchandising and retail industries. Students prepare themselves for careers in these industries through professional development and researching financial, merchandising and competitive data from fashion and retail organizations to determine advanced merchandising strategies.

Prerequisite(s): RTL3030 or RTL3065, senior status.

Offered at Charlotte, Online, Providence

3 Semester Credits