

# Retail & Consumer Sciences

**The study of buying and selling merchandise, entrepreneurship, store management, allocation and planning, visual merchandising, vendor sales and forecasting.**

Through a combination of classroom instruction and field-based experience, students prepare for entry-level positions in diverse occupations and for advanced education. The Retail and Consumer Sciences major is one of the largest programs of this type in the southeast. Our consumer-focused curriculum uses an experiential and problem solving approach in every course and a required internship between the junior and senior year. The faculty care deeply about their students and strive to stay current with changes in the retailing industry. Retail and Consumer Sciences provides students with knowledge of the retailing industry and the principles and theories involved in managing personnel and merchandising goods for the consumer. The progressive direction that this program takes provides graduates with excellent management opportunities in the retail sector.



# The Major

**Retail and Consumer Sciences majors must maintain a 2.3 cumulative GPA and must earn a C or better in all RCS courses.**

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**Advising for the Retail and Consumer Sciences major starts in the College of Education, Health and Human Sciences (BEC 332). Progressing through the major depends on the following requirements:**

- **A minimum cumulative UT GPA of 2.3 after a minimum of 54 hours of coursework**
- **Completion of English 101 and Math 125**
- **Completion of the above coursework with a C or better**

**Some coursework required for the major includes:**

- **English composition I and II**
- **Basic Calculus**
- **Retail Software Applications**
- **Foundations of Accounting**
- **Introductory Economics**
- **Consumers in the Global Marketplace**
- **Introduction to Statistics**
- **Introduction to Retail Management**
- **Customer Relationship Management and Retail Analytics**
- **Fundamentals of Finance**
- **Digital Retail**

**A Business Administration minor is included in the major and provides a foundation in marketing, management, finance and accounting.**

For appointments:

<https://cehsadvising.utk.edu/academic-advising/>

Bailey Education Complex, 332

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