



RETAIL & MERCHANDISING MANAGEMENT

rhtm.utk.edu

ABOUT THE MAJOR

Retail and Merchandising Management

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 Merchandising Management 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. Retail and Merchandising Management 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.

Retail and Merchandising Management majors must maintain a 2.3 cumulative GPA and complete all RMM classes with a C or better.

**Scan the QR code
to learn more about
admission and course
requirements:**



DEPARTMENT OF RETAIL, HOSPITALITY
AND TOURISM MANAGEMENT



WHAT CAN I DO WITH A RETAIL & MERCHANDISING MANAGEMENT MAJOR?

