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

MOST COMMON JOBS
- Global sourcing
- Sales
- Product Development

NON-TRADITIONAL JOBS
- Store Management
- Merchandiser

SPECIALIZED/UNIQUE JOBS
- Corporate Management
- Planning and allocation
- Regional Management
- Non-profit organizations

OTHER JOB OPPORTUNITIES
- Real Estate
- Insurance
- Advertisement

Learn more at tiny.utk.edu/rcscareers