

Fall 2020 Course Descriptions as of 04/05/2020 08:13 PM

Information in Browse Course Catalog is subject to change. Information is term specific. Please refer to the appropriate term when searching for course content. Key to Course Descriptions may be found at: http://rcs.registrar.arizona.edu/course_descriptions_key.

Retailing & Consumer Science (RCSC)

RCSC 150B1: Consumers, Environment and Sustainable Consumption (3 units)

Description: This course is dedicated to the exploration of consumer attitudes and behavior related to the sustainable consumption of goods, services and natural resources, as well as the role of retailers, manufacturers, and regulators in promoting environmental sustainability. Students are expected to participate verbally in class discussions about assigned readings, videos, and online activities exploring how consumerism impacts individuals within societies around the world, as well as global climate change. Students will write reflective essays and take individual assessments about their own consumption practices, and have the opportunity to discuss their thoughts and questions on sustainable consumption with retail executives and other class presenters. Additionally, students will complete a service learning team project with a UA/Tucson community organization.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Discussion	May Be Offered
	Lecture	Required

General Education: INDV 102

Honors Course: Honors Contract

Honors Course: Honors Contract

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 150B2: Money, Consumers and the Family (3 units)

Description: This course describes the prominent characteristics of consumption behavior, societal change that has influenced consumer-driven societies and pressures for change in the future. The course will examine the important economic variables that, on the one hand, have led to a rapidly growing worldwide consumer demand for goods and services and, on the other hand, have resulted in increased debt, overspending and an inability to achieve long term personal financial goals. An objective analysis of both personal and global consumption habits will provide the transition into sustainable strategies to increase personal financial solvency. The course will not provide you with the answers to achieving your personal financial goals, but rather will examine our consumer society and expose you to the major reasons why people spend and save. The aim of the course is to provide you with sufficient information to make judgments for yourself about your consumption patterns and long-term financial health.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Discussion	May Be Offered
	Lecture	Required

Course typically offered:

Main Campus: Fall, Spring, Summer

Enrollment requirement: Enrollment not allowed if you have previously taken INDV 102 "Money, Consumers and the Family" (Topic 13).

General Education: INDV 102

RCSC 193: Internship (3 - 9 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated for a maximum of 12 units.

Equivalent to: RCS 193

Course typically offered:

Main Campus: Fall, Spring, Summer

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 197A: RCSC Academic Culture (1 unit)

Description: The focus of this 1-unit colloquium is successful transition of students into the Retailing and Consumer Sciences (RCSC) pre-major. Students will learn about ethical and professional behavior within the RCSC division, academic requirements for successful progression into the RCSC major, and begin personal exploration of careers in retailing. This class combines class activities, writing assignments, and discussions with real life experiences.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Workshop Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Recommendations and additional information: Must be declared PRRCND.

RCSC 199: Independent Study (1 - 3 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Equivalent to: RCS 199

Course typically offered:

Main Campus: Fall, Spring, Summer

RCSC 204: Consumers, Fashion, and the Economy (3 units)

Description: A study of consumer behavior and fashion adoption processes in contemporary society, the nature of fashion theories, the life-cycle, social and cultural processes and evolution of fashion, and the role of fashion in the global economy in general and in the fashion business industry in particular.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Summer

Online Campus: Summer

General Education: Tier 2 Individuals & Societies

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 214: Introduction to Retailing (3 units)

Description: This course is designed to give a panoramic view of the many facets of the retailing industry through an exploration of all aspects of the retail planning and management model, strategic planning, consumer behavior and career options. We will focus on the changing nature of retailing today and the many complex issues facing retailers in the future.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Enrollment requirement: (MIS 111 or ABE 120), (ACCT 200 or ACCT 250) and (MATH 109C or MATH 112 or MATH 115A).

RCSC 216: Retail Business Analysis and Decision Making (3 units)

Description: This course is designed to introduce students to the fundamentals of business analysis in the context of developing and managing a company's strategic direction. The core focus of the course is to understand and analyze the relationship between a company's business model and its strategic performance by employing various analytical tools used to guide strategy. These business analytic tools include basic financial performance analysis, pro forma financial projections, business model simulation, and sensitivity analysis. Particular attention will be given to the financial performance metrics and standards used within the retailing industry.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Enrollment requirement: (Prerequisites: PSY 230 or SOC 274 or FCSC 201 or MGMT 276), and (RCSC 214), and [(ACCT 200 and ACCT 210) or ACCT 250] and (MATH 113 or 115B or MATH 116 or MATH 125 or equivalent) and [(ECON 200) or (ECON 201A and 201B)].

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 216A: MExcel and Retail Business Analysis (1 unit)

Description: This course is designed to introduce students to the fundamentals of Microsoft Excel and its support of decision-making within the retailing industry. The course covers the key features of MS Excel including general formatting, use of basic mathematical operations, introduction to basic and advanced functions, and pivot tables and charts. The course is designed to support the learning objectives and related activities integrated in RCSC216 - Retail Business Analysis and Decision-making, which is a required course for admissions into the Retailing and Consumer Sciences (RCSC) program.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

RCSC 293: Internship (1 - 3 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 293

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: Open only to students registered in the RCSC Pre-Major or Major.

RCSC 294: Practicum (1 - 8 units)

Description: The practical application, on an individual basis, of previously studied theory and the collection of data for future theoretical interpretation.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 294

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: Open only to students registered in the RCSC Pre-Major or Major.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 295A: Career Exploration (1 unit)

Description: Personal and professional development for RCSC students. This course prepares students to apply for internships and to enter the workforce by providing tools and resources for internship and career success. Topics include personal branding, professional dress, resumes, cover letters, interview success and internship success.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Colloquium Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring, Summer

Enrollment requirement: Prerequisite or concurrently enrolled in RCSC 216.

RCSC 299: Independent Study (1 - 3 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 299

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: Open only to students registered in the RCSC Pre-Major or Major.

RCSC 304: Retail Mathematics (3 units)

Description: Study of retail planning and control procedures with emphasis on retail mathematics and computer applications.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: RCS 304

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Summer

Recommendations and additional information: Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 305: Advanced Retail Planning (3 units)

Description: In this class, students are exposed into the real world industry practices in retail planning. The students will apply the concepts of supply and demand to forecast the customer needs and maximize profit by utilizing the industry's data, analytics, and student's intuition. The class incorporates up-to-date retail planning software and data mining to develop retail planning, such as assortment planning, pricing, inventory, and allocation.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Enrollment requirement: Major: RCSC. RCSC 216, RCSC 216A, and RCSC 304.

RCSC 315: Retail Promotion and Visual Merchandising (3 units)

Description: Study of promotion strategies and the concept of integrated marketing communications in the retailing environment incorporating the changing nature of promotion in a global marketplace. Students will research, create, organize, and present a retail promotion concept and visual merchandising campaign.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Spring

Recommendations and additional information: Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

RCSC 320: Product Development and Brand Strategies (3 units)

Description: Uses case studies to examine theories, applications, and scientific aspects of strategic brand management in retailing including building, measuring, and managing brand equity. Students will research, create, organize, and present a new product development concept and its brand strategy

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall

Recommendations and additional information: Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

Description: This course is designed to introduce students to the challenges and opportunities associated with developing innovations in an entrepreneurial environment. The course will cover the basic theories and practices of innovation and entrepreneurship in the retailing industry. This will include understanding the psychology of the retail innovator, the risks and challenges of developing retail business innovations and opportunities, and the process of successfully executing them in a firm environment. The course will also address the responsibilities of managing within an innovative and entrepreneurial atmosphere.

Main Campus: Fall, Spring

Honors Course: Honors Contract

Main Campus: Fall, Spring

Honors Course: Honors Contract

Online Campus: Fall

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 346: Fundamentals of Marketing (3 units)

Description: This course reviews the basic concepts of marketing as well as the nature and scope of major marketing activities and decisions that occur throughout the marketing planning process. It also studies some of the major challenges and opportunities that exist in planning marketing strategy today. It examines the meaning of marketing as management of competitive advantage and marketing's role in delivering value to customers, corporations, and society at large.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Lecture	Required
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Recommendations and additional information: RCSCBS majors only.

RCSC 350: Supply Chain Management (3 units)

Description: A study of the supply side of retailing, focusing on purchasing, inventory management, physical distribution and the retail and supplier institutions in the retail channel. There is also focus on the selection, design, and management of effective channels.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: RCS 350

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

RCSC 360: Digital Retailing (3 units)

Description: Survey of digital retailing methods and practices for marketing products and services in direct-to-consumer business models. The course will cover website and mobile design, digital authoring and publishing tools, e-commerce business models, electronic merchandising theory, terminology, resources, and practices. Students will learn about digital commerce via applied learning activities and development of a fully-functional digital store.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Spring

Recommendations and additional information: Open only to students registered in the RCSC or Major.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 384: Leadership, Ethics, and Management Practices (3 units)

Description: Theories and applications of leadership and communication applied to managerial decision-making, planning and control in the workplace. Examination of personal and professional qualities essential for successful internship and career planning. Roles, responsibilities, and ethical standards for professionals and businesses will be examined.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: RCS 384

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall

Recommendations and additional information: ENGL 307 or ENGL 308; open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

Writing Emphasis: Writing Emphasis Course

RCSC 393: Internship (1 - 3 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 2 times.

Equivalent to: RCS 393

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

RCSC 394: Practicum (1 - 8 units)

Description: The practical application, on an individual basis, of previously studied theory and the collection of data for future theoretical interpretation.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 394

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 399: Independent Study (1 - 3 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 399

Course typically offered:

Main Campus: Fall, Spring, Summer

Online Campus: Summer

Recommendations and additional information: Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

RCSC 400: Retailing and Marketing Strategy (3 units)

Description: Development, organization, implementation, and control of retail strategies in the context of the retail mix of product, price, promotion, and distribution. Case studies used to apply the concepts.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Spring

Recommendations and additional information: ACCT 200; BNAD 303 or MKTG 361. Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

RCSC 415: Retail Store Design, Planning and Display (3 units)

Description: An advanced course studying, investigating and analyzing retail store design. Students will become aware of inspired selling environments that attract consumers and build branding that have the potential to lead to increased sales volume.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: RCSC 315. Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 424: Services Retailing (3 units)

Description: An in-depth exploration of the marketing of profit-centered services to consumers, highlighting the distinct characteristics of services as compared to physical goods, and the special challenges posed by those characteristics. Strategies employed by service firms to effectively address these special conditions will be studied.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Co-convened with: RCSC 524

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: BNAD 303 or MKTG 361. Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

RCSC 434: Omnichannel Retailing (3 units)

Description: An examination of the organizing principles and strategies applied by retailers that market goods and or services using a multichannel retail business model. Emphasis will be placed on retailers involved in integrating operations of two or more channels including store, online, and/or catalog retail channels.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Co-convened with: RCSC 534

Course typically offered:

Main Campus: Fall, Spring

RCSC 440: Customer Research and Insights (3 units)

Description: Design, interpret, and apply primary and secondary research techniques used to generate customer insights and guide retailers' decision-making. The course combines textbook learning with real-world examples and applications so that students can engage in consumer research in practice.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Enrollment requirement: Retailing & Consumer Science major who has started second semester of major course work. RCSC 340.

Student Engagement Activity: Professional Development

Student Engagement Competency: Professionalism

Writing Emphasis: Writing Emphasis Course

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 446: Global Retailing (3 units)

Description: Analysis of international market environment and retailing structure, system, issues and trends in the global market, understanding global consumers and developing retail strategies.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: RCS 446

Co-convened with: RCSC 546

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Spring

Recommendations and additional information: Prerequisite or concurrent registration BNAD 303 or MKTG 361. Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

RCSC 476: Retail Financial Services (3 units)

Description: This course provides an introduction to the retail financial services industry. The primary focus will be on firms and markets that provide retail credit (e.g., consumer loans, auto loans, credit cards, mortgages) and other banking services, with some occasional examples from the insurance and investment/retirement products sectors. The early weeks will cover determinants of consumer demand and market supply, trends in new product development, new account acquisition strategies, target-market supply, trends in new product development, new account acquisition strategies, target-marketing tools and cross-selling. The second half of the course will focus on public policy issues related to improving consumer access to credit and banking services. The focus will be on regulatory constraints, reputation risk, and ethical challenges that profoundly affect marketing in the financial services industry.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Spring

Recommendations and additional information: Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 480: Sustainable Consumption & Retailing (3 units)

Description: Students examine and develop retailer and consumer strategies in response to global environmental and social challenges. Sustainability requires a critical shift in mindset of how consumers and retail businesses operate. The course provides an introduction into environmental and social sustainability, including the science, concepts, and strategies used to lower the negative impacts of retail businesses and individuals' lifestyles.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Spring

Field trip: None planned.

Enrollment requirement: Major: RCSC. Students must be RCSC seniors and must have taken RCSC 340.

Student Engagement Activity: Professional Development

Student Engagement Competency: Engagement Competency TBD

RCSC 492: Directed Research (1 - 6 units)

Description: Design and conduct research projects as part of a research team. Gain applied experience in essential components of research work, including for example the theoretical basis of research work, identifying suitable research methods, conducting literature and data base reviews, devising sampling techniques, applying survey or experimental research techniques, transcribing and coding qualitative data, coding quantitative data, data management and basic analysis, developing and presenting research reports, among other activities.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Independent Study Required

Course typically offered:

Main Campus: Fall, Spring

Student Engagement Activity: Engagement Activity TBD

Student Engagement Competency: Engagement Competency TBD

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 493B: Retailing and Consumer Sciences (3 - 9 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 2 times.

Equivalent to: RCS 493B

Course typically offered:

Main Campus: Summer

Recommendations and additional information: RCSC 304, RCSC 384. Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

RCSC 493L: Legislative Internship (1 - 12 units)

Description: Working experience at the Arizona State Legislature; responsibilities draw upon student's area of major expertise and include preparing written and oral reports, summarizing legislative proposals, and providing information to legislators and legislative committees.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 493L

Course typically offered:

Main Campus: Spring

Recommendations and additional information: Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

RCSC 494: Practicum (1 - 8 units)

Description: The practical application, on an individual basis, of previously studied theory and the collection of data for future theoretical interpretation.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 494

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 495A: RCSC Career Success (1 unit)

Description: The focus of this 1-unit colloquium is personal and professional development for second-year Retailing and Consumer Sciences (RCSC) majors to ensure career success. Students will be learn career exploration, advanced interviewing skills, job offer decision-making, business communication, conflict management and more. This colloquium combines guest speakers, class activities and interactive discussion.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Colloquium Required

Repeatable: Course can be repeated a maximum of 2 times.

Recommendations and additional information: RCSCBS major.

RCSC 496A: Topics in Retailing and Consumer Sciences (3 units)

Description: The development and exchange of scholarly information, usually in a small group setting. The scope of work shall consist of research by course registrants, with the exchange of the results of such research through discussion, reports, and/or papers.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Seminar Required

Repeatable: Course can be repeated for a maximum of 9 units.

Equivalent to: RCS 496A

Course typically offered:

Main Campus: Fall, Spring, Summer

RCSC 498: Senior Capstone (1 - 3 units)

Description: A culminating experience for majors involving a substantive project that demonstrates a synthesis of learning accumulated in the major, including broadly comprehensive knowledge of the discipline and its methodologies. Senior standing required.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Independent Study Required

Equivalent to: RCS 498

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 498H: Honors Thesis (3 units)

Description: An honors thesis is required of all the students graduating with honors. Students ordinarily sign up for this course as a two-semester sequence. The first semester the student performs research under the supervision of a faculty member; the second semester the student writes an honors thesis.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated for a maximum of 9 units.

Equivalent to: RCS 498H

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: Open only to students registered in the RCSC Major formerly called the RCSC Professional Program.

Enrollment requirement: Student must be active in the Honors College.

Honors Course: Honors Course

Honors Course: Honors Course

Writing Emphasis: Writing Emphasis Course

RCSC 499: Independent Study (1 - 3 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 499

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 499H: Honors Independent Study (1 - 3 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Equivalent to: RCS 499H

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: Open only to students registered in the RCSC major formerly called the RCSC Professional Program.

Enrollment requirement: Student must be active in the Honors College.

Honors Course: Honors Course

Honors Course: Honors Course

RCSC 524: Services Retailing (3 units)

Description: An in-depth exploration of the marketing of profit-centered services to consumers, highlighting the distinct characteristics of services as compared to physical goods, and the special challenges posed by those characteristics. Strategies employed by service firms to effectively address these special conditions will be studied. Graduate-level requirements include an in-depth research paper or project.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Co-convened with: RCSC 424

RCSC 534: Omnichannel Retailing (3 units)

Description: An examination of the organizing principles and strategies applied by retailers that market goods and or services using a multichannel retail business model. Emphasis will be placed on retailers involved in integrating operations of two or more channels including store, online, and/or catalog retail channels. Graduate-level requirements include an additional directed project involving an in-depth paper.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Co-convened with: RCSC 434

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 546: Global Retailing (3 units)

Description: Analysis of international market environment and retailing structure, system, issues and trends in the global market, understanding global consumers and developing retail strategies. Graduate-level requirements include an in-depth research paper or project.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Co-convened with: RCSC 446

RCSC 593: Internship (1 - 3 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

RCSC 594: Practicum (1 - 3 units)

Description: The practical application, on an individual basis, of previously studied theory and the collection of data for future theoretical interpretation.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

RCSC 599: Independent Study (1 - 5 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work. Graduate students doing independent work which cannot be classified as actual research will register for credit under course number 599, 699, or 799.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 607: Topics in Retailing and Consumer Sciences (3 units)

Description: Analysis of current major research topics and/or issues facing retail industries.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

RCSC 620: Consumer Behavior in the Marketplace (3 units)

Description: This course provides an in-depth investigation of consumer behavior in the marketplace. Students will explore consumer research from primarily a psychological perspective, but also gain exposure to sociological and behavioral economic frameworks. The course will focus on the unique intersection of consumers' behaviors related to preferences, information processing, decision-making, learning, memory, affect, persuasion and wellbeing. Students will be required to develop a research proposal that incorporates and builds on the research discussed in the course.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

RCSC 634: Current Research in Retail Management (3 units)

Description: Analysis of research concerning topics related to retail management and planning. Examines theories of institutional change and consumer patronage behavior as well as current research on selected retailer marketing and management strategies.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Recommendations and additional information: or Concurrent registration, RCSC 400; MKTG 361 or BNAD 303.

RCSC 666: Research on Consumers, Environment & Sustainability (3 units)

Description: An in-depth exploration of psychological and sociological theories explaining consumers' attitudes and behaviors regarding the environment, conservation of natural resources, and sustainable consumption practices, including the conceptualization, design, and pretesting of an empirical study on sustainable consumer behavior.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

RCSC 693: Internship (1 - 12 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

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May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 694: Practicum (1 - 8 units)

Description: The practical application, on an individual basis, of previously studied theory and the collection of data for future theoretical interpretation.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

RCSC 696A: Theoretical Perspectives of Global Consumption and Retailing (3 units)

Description: Advanced study of theory and research on global consumption, emphasizing cross-cultural consumer decision-making processes, and their relationship to retailers' strategy development in the international environment.

Grading basis: Regular Grades

Career: Graduate

Course Components: Seminar Required

Recommendations and additional information: RCSC 446 or equivalent; MKTG 361 or BNAD 303.

RCSC 696B: Theory & Research in Non-Store & Multichannel Retailing (3 units)

Description: An investigation of theories and approaches that have been used to conduct research on issues facing non-store retailers (e.g. catalog, online) and retailers that operate in multiple channels that include combinations of non-store and/or conventional store channels. The non-store portion of the course focuses on catalog and online retailing channels.

Grading basis: Regular Grades

Career: Graduate

Course Components: Seminar Required

Recommendations and additional information: MKTG 361 or BNAD 303.

RCSC 696C: Theory and Research in Services Retailing (3 units)

Description: Comprehensive investigation of major theoretical perspectives and empirical research on the marketing of profit-centered services to the end consumer.

Grading basis: Regular Grades

Career: Graduate

Course Components: Seminar Required

Recommendations and additional information: MKTG 361 or B AD 303.

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-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 696E: Qualitative Data Analysis: Theory, Method and Applications (3 units)

Description: The purpose of the seminar is to introduce students to the philosophy of science, theoretical, strategic, and methodological dimensions of qualitative data collection and analysis. Students will read in the foundational disciplines (anthropology and sociology) as well as applications in retailing and other applied disciplines. Books, articles, and how-to volumes will be assigned. The course will focus on workbench issues, enabling students to experience first hand the complexities and delights of the research process. Helping students understand what data to collect, when to collect it, how to collect it, and what to do with it once they've got it are central aims of the seminar. Key techniques employing both interviewing and observational procedures of data collection will be explored. Students will collect their own data, and work with existing databases. Students are encouraged to develop research instruments and collect data germane to dissertation, thesis, or other research projects. This course is designed as a complement to other graduate courses in theory construction, research design, and data analysis.

Grading basis: Regular Grades

Career: Graduate

Course Components:	Lecture Seminar	May Be Offered Required
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RCSC 696F: Research Process and Academic Writing (3 units)

Description: A basic, "hands on" exploration of the academic research process, encompassing its conceptualization, design, execution, and dissemination phases.

Grading basis: Regular Grades

Career: Graduate

Course Components:	Seminar	Required
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RCSC 696G: Inter-organizational Issues (3 units)

Description: To examine the theoretical underpinnings and the methodological issues in the area of inter-organizational (business-to-business) exchange relationships.

Grading basis: Regular Grades

Career: Graduate

Course Components:	Seminar	Required
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RCSC 699: Independent Study (1 - 5 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work. Graduate students doing independent work which cannot be classified as actual research will register for credit under course number 599, 699, or 799.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components:	Independent Study	Required
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Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

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May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

RCSC 900: Research (1 - 8 units)

Description: Individual research, not related to thesis or dissertation preparation, by graduate students.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

RCSC 909: Master's Report (1 - 6 units)

Description: Individual study or special project or formal report thereof submitted in lieu of thesis for certain master's degrees.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

RCSC 910: Thesis (2 - 6 units)

Description: Research for the master's thesis (whether library research, laboratory or field observation or research, artistic creation, or thesis writing). Maximum total credit permitted varies with the major department.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

RCSC 920: Dissertation (1 - 9 units)

Description: Research for the doctoral dissertation (whether library research, laboratory or field observation or research, artistic creation, or dissertation writing).

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Course typically offered:

Main Campus: Fall, Spring, Summer

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-CC represents a Correspondence Course offering

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