

Revisions to Retailing and Consumer Sciences (RCSC) Minor

Date prepared: October 26, 2021

The updated RCSC Minor is aligned to the revisions to the BS RCSC Degree and program, specifically:

- Replace RCSC 214 Introduction to Retailing with RCSC 114 Introduction to Retailing. *RCSC 214 not be offered starting in Fall 2022.*
- Replace RCSC 216 and 216A Retail Business Analysis with a new course RCSC 240 RCSC Consumer Behavior. *RCSC 216 and RCSC 216A will not be offered starting Fall 2022.*
- Allow RCSC Minor students to use alternative courses to fulfill the quantitative course requirement.

The changes are illustrated below:

Current RCSC Minor (Fall 2021)	Proposed RCSC Minor Update (Fall 2022)
Required courses – 7 units	Required – 6 units
RCSC 214 Introduction to Retailing (3 units) ^a	RCSC 114 Introduction to Retailing (3 units) ^a
RCSC 216 Retail Business Analysis and Decision Making (3 units)	RCSC 240 Consumer Behavior (3 units)
RCSC 216A MS Excel and Retail Business Analysis (1 unit)	
One quantitative reasoning course (Minimum 3 units)	
RCSC 205 Merchandise Planning and Control (3 units)	RCSC 205 Merchandise Planning and Control (3 units) AND RCSC 205A Merchandise Planning Lab (1 unit) OR Research Methods: FCSC 202, PSY 290A, or SOC 374 (3 units) OR RCSC 260 Shopper Data and Business Analytics (3 units)
RCSC Minor Electives – 9 units	
Choice of three upper-division RCSC elective courses from RCSC Minor elective list (9 units)	Choice of three upper-division RCSC elective courses from RCSC Minor elective list (9 units) (no change)
RCSC 305 Advanced Retail Planning (3 units)	RCSC 305 Advanced Retail Planning (3 units)
RCSC 320 Product Development and Brand Management (3 units)	RCSC 310 Retail Management and Operations (3 units)
RCSC 324 Customer Experience Management (3 units)	RCSC 320 Product Development and Brand Management (3 units)
RCSC 325 Retail Innovation and Entrepreneurship (3 units)	RCSC 324 Customer Experience Management (3 units)
RCSC 330 Food Retailing Principles (3 units)	RCSC 325 Retail Innovation and Entrepreneurship (3 units)
RCSC 340 Consumer Behavior in Retailing (3 units)	RCSC 326 Product Development (3 units)
RCSC 346 Fundamentals of Marketing (3 units)	RCSC 330 Food Retailing Principles (3 units)
RCSC 350 Supply Chain Management (RCSC core course, 3 units)	RCSC 340 Consumer Behavior in Retailing (3 units)
RCSC 360 Digital Retailing (3 units)	RCSC 346 Fundamentals of Marketing (3 units)

<p>RCSC 380 Sustainable Consumption (3 units) RCSC 415 Retail Store Design, Planning and Display (3 units) RCSC 424 Services Retailing (3 units) RCSC 434 Omnichannel Retailing (3 units) RCSC 440 Customer Research and Insights RCSC 446 Global Retailing (3 units) RCSC 480 Retailing and Sustainable Consumption (3 units) RCSC 496A Topics in Retailing and Consumer Sciences (3 units) Experiential electives: RCSC 399 or RCSC 499 Independent Study OR RCSC 492 Directed Research</p>	<p>RCSC 350 Supply Chain Management (RCSC core course, 3 units) RCSC 360 Digital Retailing (3 units) RCSC 361 Social Media Influencers and Consumers RCSC 380 Sustainable Consumption (3 units) RCSC 405 Merchandising Systems (3 units) RCSC 415 Retail Store Design, Planning and Display (3 units) RCSC 424 Services Retailing (3 units) RCSC 434 Omnichannel Retailing (3 units) RCSC 440 Customer Research and Insights RCSC 446 Global Retailing (3 units) RCSC 471 Advanced Analysis Lab (1 unit) RCSC 472 Market Analysis Lab (1 unit) RCSC 473 Data Visualization Lab (1 unit) RCSC 480 Retailing and Sustainable Consumption (3 units) RCSC 496A Topics in Retailing and Consumer Sciences (3 units) Experiential electives: RCSC 399 or RCSC 499 Independent Study OR RCSC 492 Directed Research</p>
Total Units Required	
19 units	18 units

Retailing and Consumer Sciences (RCSC) Minor

About the Minor

With a minor in Retailing and Consumer Sciences (RCSC), you will be able to build your knowledge and skills in the rapidly-growing consumer products and services sector to supplement a wide range of majors. As a RCSC Minor, you can customize your courses to focus on retail management, merchandising, consumer marketing, product development, customer experience, and sustainable consumption.

RCSC Majors may not enroll in the RCSC Minor.

Minor Requirements

The RCSC minor requires 18 or 19 units depending on the quantitative reasoning course you choose. You must maintain a 2.0 minor GPA to graduate.

Required RCSC Courses (6 units)

RCSC 114 Introduction to Retailing (3 units)

RCSC 240 Consumer Behavior (3 units)

Required quantitative reasoning course (3 to 4 units)

RCSC 205 Merchandise Planning and Control AND RCSC 205A Merchandise Planning Lab (4 units)

Concurrent enrollment required. Pre-Requisite: MATH 112

OR

RCSC 260 Shopper Data and Business Analytics (3 units)

OR

Research Methods: FCSC 202, PSY 290A, or SOC 374 (3 units)

RCSC Minor Electives (9 units)

Complete 9 units from the following electives:

RCSC 305 Advanced Retail Planning (3 units)

RCSC 310 Retail Management and Operations (3 units)

RCSC 320 Product Development and Brand Management (3 units)

RCSC 324 Customer Experience Management (3 units)

RCSC 325 Retail Innovation and Entrepreneurship (3 units)

RCSC 326 Product Development (3 units)

RCSC 330 Food Retailing Principles (3 units)

RCSC 340 Consumer Behavior in Retailing (3 units)

RCSC 346 Fundamentals of Marketing (3 units)

RCSC 350 Supply Chain Management (RCSC core course, 3 units)

RCSC 360 Digital Retailing (3 units)

RCSC 380 Sustainable Consumption (3 units)

RCSC 405 Merchandising Systems (3 units)

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

RCSC 424 Services Retailing (3 units)

RCSC 434 Omnichannel Retailing (3 units)

RCSC 440 Customer Research and Insights

RCSC 446 Global Retailing (3 units)

RCSC 471 Advanced Analysis Lab (1 unit)

RCSC 472 Market Analysis Lab (1 unit)

RCSC 473 Data Visualization Lab (1 unit)

RCSC 480 Retailing and Sustainable Consumption (3 units)

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

Experiential electives: RCSC 399 or RCSC 499 Independent Study OR RCSC 492 Directed Research^a

a. Maximum of 3 units of experiential electives may be applied to the RCSC Minor. Instructor approval required.