RETAIL MANAGEMENT (RMT)

RMT 270 Experience Credit (1-6 Credits)
Management
Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.
Repeatable

RMT 301 Retailing Fundamentals (3 Credits)
Management
Retail mix: location, layout, organization, merchandise, pricing, customer services, sales promotion, and consumer trends. Retail research introduced through examination of target market and demographics.
Shared Competencies: Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

RMT 307 Sales and Strategic Partnerships (3 Credits)
Management
Applications of sales theory, concepts, training and technology in the fields of professional personal selling and sales management.
Prereq: MAR 255 or 301 or RMT 301
Shared Competencies: Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

RMT 314 Product Development for Retail Management (3 Credits)
Management
Processes involved in total soft goods product development cycle from managerial perspective. Includes forecasting, costing, pricing, global trade agreements, tariffs, sourcing, distribution, and marketing.
Prereq: RMT 301
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

RMT 333 Professional Practice (1 Credit)
Management
Necessary career skills and job search strategies to be successful on their career track. Topics include networking tactics, cover letter composition, resume writing, interview skills, and on-the-job interpersonal strategies.

RMT 357 Visual Merchandising and Store Planning (3 Credits)
Management
Composition, color, and design theory applied to merchandise display in retail setting. Fundamentals of store planning: space allocation, lighting, exteriors.
Prereq: RMT 301

RMT 380 International Course (1-12 Credits)
Management
Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.
Repeatable

RMT 407 Retail Buying and Planning (3 Credits)
Management
Introduction to the fundamental strategies and mathematical calculations used in the retail industry including financial strategy, buying strategy, and pricing strategy.
Prereq: RMT 301
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

RMT 457 Electronic Retailing and Marketing (3 Credits)
Management
Cross-listed with MAR 401
Overview of current e-tailing practices in business to consumer marketplace. Internet technology and capabilities.
Prereq: MAR 255 or 301 or RMT 301
Shared Competencies: Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

RMT 470 Experience Credit (1-6 Credits)
Management
Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.
Repeatable

RMT 475 Supervised Internship (2 Credits)
Management
Individual work experience related to student's major area of interest and career goal. On-the-job supervised experience integrated with classroom history.
Prereq: RMT 333

RMT 490 Independent Study (1-6 Credits)
Management
Repeatable

RMT 499 Honors Capstone Project (1-6 Credits)
Management
Repeatable