



**READY TO REAP
THE REWARDS OF A
SUCCESSFUL RETAIL
INDUSTRY CAREER?**

**RETAIL MANAGEMENT
ONLINE CONCENTRATION**



**UNC
GREENSBORO**
Bryan School of
Business and Economics



GAIN THE SKILLS YOU NEED TO SUCCEED

The Retail Management (RMT) program is a fully online concentration within the Consumer, Apparel, and Retail Studies (CARS) Bachelor of Science (BS) degree program. By pursuing this concentration, you will learn the fundamentals of the retail industry and build a strong foundation through skills in retail management, buying and merchandising, data analytics, and global retail strategy.

Plus, the CARS department is a partner program of the National Retail Federation (NRF). While you are a student enrolled in courses you can join the NRF Student Association to network and take advantage of valuable professional development opportunities.



The Consumer, Apparel, and Retail Studies program prepared me for a career in retail by providing a holistic education. It was truly the best four years of my life! I was able to grow both professionally and personally as a student and leader. The CARS program inspired me to dream big and to be excited for the endless possibilities and opportunities that waited for me upon graduation.”

MARIAH TAYLOR-JUDD

*BS CARS 2022 Graduate and Founding President
of the CARS / UNCG NRF Student Association*

KEY BENEFITS OF THE DEGREE



Meets the Needs of a Growing Industry: Overall employment in retail management occupations is projected to grow faster than the average for all occupations from 2023 to 2033. These occupations require a four-year degree.



Provides Flexibility and Access: The asynchronous online format offers flexibility for students working full time and provides easy access to those who live outside of the Piedmont Triad / North Carolina.



Offers an Innovative Curriculum: Created with input from industry leaders, the program provides cutting-edge curriculum alongside the opportunity to engage in real-world projects in classes taught by internationally recognized faculty.

In addition to the required retail-focused courses, students in the RMT program take 15 hours of business courses in the areas of Management, Marketing, and Entrepreneurship.

HOW CAN I LEVERAGE MY DEGREE?

- Competitively position yourself for advancement at your current retail company
- Develop the knowledge and expertise to open your own retail store
- Gain the in-demand skills to move into the next phase of your career

All while earning a four-year Bachelor of Science degree from an established program at an accredited public university. UNC Greensboro is recognized for its affordability and access, and for being veteran- and transfer-student friendly.



FIND YOUR CAREER HERE

WITH A DEGREE IN RETAIL MANAGEMENT FROM UNCG

YOU CAN BECOME A:

- Buyer
- Senior Allocator
- Store Operations Manager
- Data Analyst
- Merchandise Manager
- Marketing Manager
- Visual Merchandiser
- Social Media Marketer
- Logistics and Supply Chain Coordinator
- Customer Experience Manager

WORKING FOR GLOBAL RETAIL COMPANIES AND BRANDS LIKE:

- Macy's
- Walmart
- CVS Health Corp.
- Nordstrom
- Neiman Marcus
- Costco
- PetSmart
- Amazon
- Lowe's
- Kohl's
- Wayfair
- Ingles
- Tapestry
- Dick's Sporting Goods

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RMT COURSES

Each course is 3 credit hours

RCS 264 Retail Management

Knowledge and skills in retail operation strategy and management. Emphasis will be placed on applications of operation management concepts as well as the role of technology employed to manage inventory.

CRS 262 Social Media Marketing and the Retail Consumer

Approaches to branding and marketing communication for retail brands, with a focus on integrating digital and social media strategies with innovative technologies.

RCS 361 Fundamentals of Retail Buying and Merchandising

Investigation of the roles and responsibilities of buyers and managers in retail operations. Fundamentals of merchandise mathematics and buying.

RCS 464 Global Retail Strategy and Management

Investigation of strategic management approaches of global retail firms. Focus on the importance of culture to successful retailing to diverse global consumers.

RCS 484 Advanced Retail Analysis

Investigation of retailing from a strategic perspective. Concepts are analyzed and integrated into applied problem-solving scenarios focused on consumer needs.

Students in the RMT concentration of the BS CARS may be eligible for admission in the Accelerated Master's Program to earn credit toward the Master of Science in Retail Studies degree.

APPLICATION

- Submit your application to UNC Greensboro.
- Once accepted, choose CARS as your major using UNCGenie (or while attending a SOAR session).
- As soon as you've enrolled, apply for Bryan School and CARS departmental merit scholarships.

HAVE QUESTIONS?

Nancy (Nelson) Hodges, Ph.D.

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Burlington Industries Professor

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READY TO LEARN MORE?

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