

**RETAILING**

**RET**

**Department of Advertising  
and Public Relations  
College of Communication  
Arts and Sciences**

**371 Merchandise Planning and Buying**

Fall, Spring. 4(4-0) P: (ACC 201 or ACC 202 or ACC 230) and ((MKT 300 or concurrently) or (MKT 327 or concurrently)) SA: HED 371  
Computer application and analysis in the planning and control of merchandising budgets.

**861 Research in Retailing**

Fall. 3(3-0) RB: Research methods course. SA: HED 861  
Retailing research streams and methodology. Implications of research for future directions in retailing.

**999 Doctoral Dissertation Research**

Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 99 credits in all enrollments for this course.  
Doctoral dissertation research.