



RETAIL & MERCHANDISING MANAGEMENT

rhtm.utk.edu

ABOUT THE MAJOR

Retail and Merchandising Management

The study of buying and selling merchandise, entrepreneurship, store management, allocation and planning, visual merchandising, vendor sales and forecasting.

Through a combination of classroom instruction and field-based experience, students prepare for entry-level positions in diverse occupations and for advanced education. The Retail and Consumer Sciences major is one of the largest programs of this type in the southeast. Our consumer-focused curriculum uses an experiential and problem solving approach in every course and a required internship between the junior and senior year. Retail and Consumer Sciences provides students with knowledge of the retailing industry and the principles and theories involved in managing personnel and merchandising goods for the consumer. The progressive direction that this program takes provides graduates with excellent management opportunities in the retail sector.

Retail and Merchandising Management majors must maintain a 2.3 cumulative GPA and complete all RCS classes with a C or better.

Scan the QR code to learn more about admission and course requirements:



DEPARTMENT OF RETAIL, HOSPITALITY
AND TOURISM MANAGEMENT



WHAT CAN I DO WITH A RETAIL & MERCHANDISING MANAGEMENT MAJOR?



Learn more at tiny.utk.edu/RMMCareers

THE UNIVERSITY OF
TENNESSEE
KNOXVILLE



DEPARTMENT OF RETAIL, HOSPITALITY
AND TOURISM MANAGEMENT