

# BACHELOR OF SCIENCE IN RETAILING AND CONSUMER SCIENCE

## WHAT IS RETAILING AND CONSUMER SCIENCE?

Retailing and Consumer Science (RCS) at the University of Houston (UH) is a unique, on-campus/online undergraduate program for those seeking to understand consumers and retailing focusing on technological advances within the industry. RCS focuses on consumer-oriented business practices in retailing, technology entrepreneurship, e-tailing, sales, customer service, and public relations. Consumer orientation is a key factor in meeting customer demand that drives business success.

## CAREERS IN RETAILING AND CONSUMER SCIENCE

Retailing and Consumer Science students at the Cullen College of Engineering's Technology Division will be prepared for careers in retail, merchandising, and marketing industry, graduate school, or professional programs, including marketing, sales, advertisement, fashion design, global retailing, and law. The Cullen College of Engineering also has a dedicated Engineering Career Center which connects hundreds of students each year to internships and full-time positions.

## WHY EARN YOUR RETAILING AND CONSUMER SCIENCE DEGREE AT THE UNIVERSITY OF HOUSTON?

### ACADEMICS

The RCS program is designed to develop professionals capable of integrating knowledge of consumers and merchandising processes into technology-driven practices. The curriculum covers a spectrum of specialties, including technology entrepreneurship, e-tailing, training and development, and professional studies, making it accessible to a diverse range of students. The RCS program is designed for both new students and students building upon prior academic experience and provides a competitive edge, delivering skills highly sought after by employers.

The RCS program has an impressive track record of placing graduates in successful careers, with demand consistently surpassing supply. We actively collaborate with local businesses to stay ahead of industry trends and provide opportunities for internships, jobs, and executive positions. Our dedicated faculty, known for their expertise, also participates in community events and shares their insights through various media platforms, making the Retailing and Consumer Sciences a dynamic and forward-looking program. [Learn more at https://dot.egr.uh.edu/programs/undergraduate/retailing-and-consumer-science](https://dot.egr.uh.edu/programs/undergraduate/retailing-and-consumer-science)

### RESEARCH

Faculty in RCS are actively conducting cutting-edge interdisciplinary research. RCS faculty research ranges from retailing and merchandising practices to the integration of Artificial Intelligence and Virtual Reality into the shopper journey. Faculty work closely with undergraduate students and industry to build research and professional skills.

### SCHOLARSHIPS

Merit-based scholarships are awarded by the Cullen College of Engineering's Technology Division. Scholarships are also offered by the UH Office of Scholarships and Financial Aid. Additionally, the university's co-op program offers students the opportunity to receive career training while financing their education. [Learn more at https://dot.egr.uh.edu/advising/financial-aid/scholarships](https://dot.egr.uh.edu/advising/financial-aid/scholarships).

### STUDENT ORGANIZATIONS

Students are encouraged to join academic and professional organizations to build leadership, communication, and networking skills. Members of student organizations receive career guidance from industry professionals and participate in activities that promote their field of study.

The National Retail Federation Student Association is a student organization at the Cullen College of Engineering's Technology Division that provides talented students interested in retail careers unique educational and scholarship programs, networking opportunities, and access to the latest industry news and research.

### RCS FAST FACTS

**174** Total Undergraduate Students

**6** Total Faculty

**\$81,230\*** Average Salary

**13:1** Student-to-Faculty Ratio Across the University

\* [https://www.bls.gov/oes/current/oes\\_nat.htm#41-0000](https://www.bls.gov/oes/current/oes_nat.htm#41-0000)

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## FOUR-YEAR ACADEMIC MAP 2023-2024

### YEAR 1

SEMESTER 1		SEMESTER 2		Total	
ENGL 1301	First Year Writing I	3	ENGL 1302	First Year Writing II	3
HIST 1301	U.S. to 1877	3	HIST 1302	U.S. Since 1877	3
MATH 1332	Contemporary Mathematics I	3	CORE	Math Reasoning	3
CORE	Life & Physical Sciences	3	CORE	Life & Physical Sciences	3
TECH1301	Intro to Data Analytic Tools	3	CORE	Social & Behavioral Sciences	3
<b>Semester Hours 15</b>		<b>Semester Hours 15</b>		<b>30</b>	

### YEAR 2

SEMESTER 1		SEMESTER 2		Total	
GOVT 2305	US Government	3	GOVT 2306	US & Texas Const & Politics	3
CORE	Math Reasoning	3	TMTH 3360	Applied Technical Statistics	3
CORE	Creative Arts	3	CORE	Lang., Philosophy & Culture	3
HDCS 1300	Human Ecosystems & Tech Change	3	HDCS 2301	Consumer Science	3
ELEC	Free Elective or Minor	3	ELEC	Free Elective or Minor	3
<b>Semester Hours 15</b>		<b>Semester Hours 15</b>		<b>30</b>	

### YEAR 3

SEMESTER 1		SEMESTER 2		Total	
HDCS 3300	Organizational Decisions	3	HDCS 3384	Consumer Sales	3
HDCS 3303	Retailing & Consumer Science	3	TECH 3365	Appl of Discrete Methods in Tech	3
HDCS 3376	Resources in Tech Entrepreneurship	3	HDCS 3304	Visual Merchandising	3
Retailing & Cons Sci Elec	Choose from approved electives or specialization	3	Retailing & Cons Sci Elec	Choose from approved electives or specialization	3
ELEC	Free Elective or Minor	3	ELEC	Free Elective or Minor	3
<b>Semester Hours 15</b>		<b>Semester Hours 15</b>		<b>30</b>	

### YEAR 4

SEMESTER 1		SEMESTER 2		Total	
HDCS 4380	Merchandising	3	HDCS 4300	Research Concepts in HDCS	3
HDCS 4386	Communication Strategies in Retailing & Supply Chain	3	HDCS 4375	Strategies in Digital Retail	3
HDCS 4303	Merchandising Systems	3	HDCS 4393	Internship in RCS	3
HDCS 4369	Entrepreneurship	3	Retailing & Cons Sci Elec	Choose from approved electives or specialization	3
Retailing & Cons Sci Elec	Choose from approved electives or specialization	3	Retailing & Cons Sci Elec	Choose from approved electives or specialization	3
<b>Semester Hours 15</b>		<b>Semester Hours 15</b>		<b>30</b>	
<b>TOTAL SEMESTER HOURS</b>				<b>120</b>	

## FOR MORE INFORMATION

UH Cullen College of Engineering Technology Division: <https://dot.egr.uh.edu/>  
 Retailing and Consumer Science Undergraduate Program: <https://dot.egr.uh.edu/programs/undergraduate/retailing-and-consumer-science> | Email: [asc@uh.edu](mailto:asc@uh.edu)

\*Students should meet with their academic advisor to formulate their own plan. Course offerings are subject to change.

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