

Retailing & Tourism Management

College of Agriculture, Food & Environment

The graduate program in the Department of Retailing and Tourism Management is philosophically committed to the well-being of individuals in their immediate environment. The program is designed to meet individual student interests and career objectives.

The graduate program leads to a Master of Science Retailing and Tourism Management with a formal option in HMT (Hospitality Management & Tourism) or MAT (Merchandising, Apparel and Textiles). The program is individualized to meet each student's career interests using a combination of course work, independent study, and research experience. Coursework in RTM is selected to either the HMT (Hospitality Management & Tourism) or MAT (Merchandising, Apparel and Textiles) focus.

Hospitality And Tourism Management Formal Option And Merchandising, Apparel And Textiles Formal Option

Thesis Option (Plan A)

The Thesis Option (Plan A) requires a thesis to be developed under the direction of a full or associate member of the RTM Graduate Faculty. A minimum of 30 semester hours, including thesis hours, must be completed to satisfy requirements for the Thesis Option (Plan A). Instructions for the preparation of thesis and dissertations are available at <http://www.research.uky.edu/gs/thesdissprep.html>.

If a student selects the Thesis Option (Plan A), they must complete 6 credit hours of RTM 768. In doing so, the first 3 hours of this requirement should result in the completion of Chapters 1, 2, & 3 of their thesis and will result in an official Proposal Meeting of their committee and the approval of their topic.

The primary objective of a thesis research component is to expand the existing knowledge base. Each student completing the Thesis Option (Plan A) must present a thesis which represents the culmination of a major research project. The thesis must be a well-reasoned, original contribution to knowledge in the field of study and should provide evidence of high scholarly achievement. The major professor is the primary source of guidance in the planning and preparation of the thesis. However, other members of the Research Committee may be involved in the process as well. The following guidelines apply:

- Thesis proposal must be submitted to student's Research Committee for approval and will include Chapters 1, 2, & 3 of thesis.
- Thesis proposal must be reviewed and approved by student's Research Committee before student can begin work on thesis research and/or collect data for their thesis work.
- The official Thesis Proposal Approval Sheet must be filed with the DGS before student can proceed with the completion of their thesis.
- Student must obtain IRB approval before any thesis research data may be collected.
- Final thesis draft must be submitted at least 7 days in advance of the Final Exam.
- All members of the Thesis Research Committee must read the thesis prior to signing the Approval Form.

RTM Required Core (Thesis Option)

RTM/HES	600 Research Methods in RTM	(3)
RTM 650	Survey of Current Theories & Literature	(3)
STA 570	Basic Statistical Analysis	(4)

RTM 772	Seminar in RTM	(3)
RTM 768	Residence Credit for Master's Degree	(3)
RTM 768	Residence Credit for Master's Degree	(3)

Non-Thesis Option (Plan B)

A minimum of 30 semester hours, must be completed to satisfy requirements for the Non-Thesis Option (Plan B). The Non-Thesis Option (Plan B) requires six or more graduate credit hours of either RTM 690 Industry Experience in RTM or RTM 790 Research Problems to be submitted in lieu of a thesis under the direction of a Non-thesis Research or Industry Internship Committee.

When selecting to complete RTM 790, students are choosing to complete a non-thesis creative project. In a non-thesis creative project, the focus is on the application of new or existing knowledge to an identified problem. Non-Thesis Options require the completion of 6 hours (RTM 790) of research problems. The non-thesis creative project culminates in a product. The product produced must demonstrate the application of knowledge in an original manner. The process used to produce the product must be documented in written form and illustrate how the product is an application of knowledge in the field.

A Non-Thesis Option (Plan B) student may also opt to complete RTM 690 Industry Experience in RTM. This will involve the completion of an industry internship approved by the DGS and the student's Research Committee. This experience must be within the student's field of study and must include 400 work hours. The following guidelines apply to the non-thesis or internship process:

- Non-Thesis or Internship proposal must be submitted to the Non-Thesis or Internship Committee for approval and will include a written description of either the proposed research project or the proposed industry internship experience.
- Non-Thesis or Internship proposal must be reviewed and approved by Non-Thesis or Internship Committee before student can begin work on their Non-Thesis project or Internship experience.
- The official Non-Thesis or Internship Proposal Approval Sheet must be filed with the DGS before student can proceed with the completion of their Non-Thesis or Internship experience.
- Final Non-Thesis or Internship requirements must be submitted at least 7 days in advance of the Final Exam.
- All members of the Non-Thesis or Internship committee must read the submitted requirements prior to signing the Approval Form. A minimum of 30 total semester hours must be completed to satisfy requirements for the Nonthesis Option. See the Non-Thesis Proposal Approval Sheet.

RTM Required Core (Non-Thesis Option)

RTM/HES 600	Research Methods in RTM	(3)
RTM 650	Survey of Current Theories & Literature	(3)
STA 570	Basic Statistical Analysis	(4)
RTM 772	Seminar in RTM	(3)
RTM 690 Or MAT 790	Industry Experience in RTM	(6)
RTM 690 Or MAT 790	Research Problems in MAT	(6)

Support Selections

Both HMT and MAT students must complete 12 hours of support selection approved by their coursework committee. Students may make selections based on whether they have chosen the HMT formal option or the MAT formal option. All Support Selections must be approved by the student's coursework committee.

RTM Support Selections (Thesis and Non-Thesis Options)

For HMT students, they may complete 12 hours of any HMT course at the 500, 600, or 700 level, or they may complete other committee approved courses at the 500, 600, or 700 level at the University of Kentucky. For MAT students, they may complete 12 hours of any MAT course at the 500, 600, or 700 level, or they may complete other committee approved courses at the 500, 600, or 700 level at the University of Kentucky.

Course Descriptions

RTM 600 RESEARCH METHODOLOGY IN HUMAN ENVIRONMENTAL SCIENCES. (3)

Students will study scientific techniques and accepted research methodologies in human environmental science research. Emphasis is placed on understanding the research process and developing the skills necessary to evaluate and implement research methods and design procedures. Prereq: Graduate standing. (Same as HES 600.)

RTM 650 SURVEY OF CURRENT THEORIES AND LITERATURE. (3)

An intensive survey of the theoretical and empirical literature related to areas of merchandising, apparel, and textiles and to hospitality management and tourism. Emphasis will be placed on research literature and theory building. Prereq: Graduate standing.

RTM 690 INDUSTRY EXPERIENCE IN RETAILING AND TOURISM MANAGEMENT. (6)

Supervised industry experience with a cooperative establishment in the student's formal option of study. Students will complete a 400hour, 10 week learning experience under the joint supervision of a faculty member supervisor and a qualified industry professional. Prereq: Graduate student standing. Approval of department and student's plan of work committee.

RTM 748 MASTER'S THESIS RESEARCH. (0)

Half-time to full-time work on thesis. May be repeated to a maximum of six semesters.

RTM 768 RESIDENCE CREDIT FOR THE MASTER'S DEGREE. (1-6)

May be repeated to a maximum of 12 credit hours. Prereq: All course work must be completed before registration for the course.

RTM 772 SEMINAR IN RETAILING AND TOURISM MANAGEMENT. (3)

Current investigation of topics relevant to both retailing and tourism management. May be repeated to a maximum of six credit hours.