Retailing Management Career

Recommended Marketing Curriculum

**Required Core (12 hours)**

- MKTG 3323  Consumer and Market Behavior
- MKTG 4333  Marketing Research
- MKTG XXXX  Marketing Analytics
- MKTG 4683  Marketing Management*

* Students earning the Certificate in Customer Interface Excellence should take MKTG 4693.

**Recommended Marketing Electives (15 hours)**

- MKTG 3613  Retailing Management
- MKTG 3611  Retailing Practicum
- MKTG 4223  Supply Chain Management

Two of:

- MKTG 3513  Sales Management
- MKTG 3813  Business-to-Business Marketing
- MKTG 4773  Services Marketing
- MKTG 4343  Brand Marketing
- MTKG 3433  Promotional Strategy
- MKTG 4993  E-commerce/Digital Marketing

Students interested in Physical Distribution Careers should consider courses offered in Management, Management Science and Information Systems, or classes from the above list for their 12 hours of Business Electives. Non-business electives can be substituted with approval from the Chair of the School of Marketing and International Business.

For more information contact: