

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: