Retail Management Minor – 21 units
(Available to Non-Business Majors)

*All 200 level business courses require 24 credits and 2.0 GPA (except Econ 201 & 202)
*All 300 and 400 level business courses require 60 credits and 2.0 GPA
*A minimum of 2.25 GPA in the minor is required for graduation
*See undergrad catalog or WINS for individual course pre-requisites

*Required Courses (12 units)

_____ MARKETING 311 Principles of Marketing
_____ MARKETING 337 Retail Management
_____ MARKETING 351 Introduction to Digital Marketing
_____ MARKETING 444 Direct and Multi-Channel Marketing

*Select 3 Units

_____ MARKETING 442 Logistics
_____ MARKETING 445 Marketing and Retail Analytics
_____ MANGEMENT 320 Human Resource Management
_____ MARKETING 493R Internship in Marketing-Retail Management Emphasis

*Select 6 Units

_____ MARKETING 312 Principles of Selling
_____ MARKETING 350 Integrated Marketing Communications
_____ MARKETING 352 Social Media and Interactive Marketing
_____ MARKETING 353 Advanced Digital Marketing
_____ MARKETING 360 Entrepreneurial Marketing
_____ MARKETING 361 International Marketing
_____ MARKETING 400 Innovation and Technology Marketing
_____ MARKETING 412 Business to Business Marketing
_____ MARKETING 420 Consumer Behavior
_____ MARKETING 431 Sales Management
_____ MARKETING 432 Marketing in Service Organizations
_____ MARKETING 442 Logistics
_____ MARKETING 445 Marketing and Retail Analytics
_____ MARKETING 450 Sales Negotiation and Conflict Resolution
_____ MARKETING 460 Entrepreneurial and Advanced Sales Techniques
_____ MARKETING 493 Internship in Marketing
_____ MARKETING 493D Internship in Marketing-Digital Marketing Emphasis
_____ MARKETING 493E Internship in Marketing-Entrepreneurial Marketing Emphasis
_____ MARKETING 493I Internship in Marketing-IMC Emphasis
_____ MARKETING 493S Internship in Marketing-Sales Emphasis
_____ MARKETING 493R Internship in Marketing-Retail Management Emphasis
_____ MARKETING 496 Special Studies
_____ MARKETING 497 Exchange Study
_____ MARKETING 498 Independent Study in Marketing

8/2015