

Minor in Retailing and Sales

The minor in retailing and sales allows business students to pursue a focused program of study in retail and sales management. The program prepares students to understand the retail environment and be able to provide creative solutions for retail and sales problems and opportunities. Students who complete the minor will be able to identify optimal retail locations, determine expected service levels, and engage in inventory management and the implementation of post-sales service and support programs.

Degree Plan

Minor in Retailing and Sales for Business Majors

Code	Title	Hours
MKT 4305	Selling and Sales Management	3
MKT 4310	Principles of Retailing	3
MKT 4391	Services Marketing	3
One Marketing Elective		3
Total Hours		12