

# RETAILING MINOR

This minor exposes students to an industry that is global, technical, and robust. It teaches how retailers procure merchandise, understand strategic analytics, and adapt to constantly changing markets to remain competitive. Along with academic theory, students studying this minor are exposed and encouraged to network with industry executives to understand state of the art practices and learn from those practicing in the channels. As they approach senior year, students will be challenged to experience managerial positions with supervised retail internships in both stores and support centers.

## About this Program

- **College:** Heavener School of Business (<http://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/>)
- **Credits:** 21 | Completed with an overall 2.0 GPA in the minor and a cumulative 2.0 UF GPA
- **Contact:** Email ([cecilia.schulz@warrington.ufl.edu](mailto:cecilia.schulz@warrington.ufl.edu))

## Department Information

The Marketing Department is a recognized leader in the discipline of marketing. For over a decade, the department's faculty has ranked as one of the most productive and influential in the field, and is known for conducting provocative, cutting-edge research that contributes both to the scientific understanding and practice of marketing.

**Website** (<https://warrington.ufl.edu/marketing-department/>)

## CONTACT

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STUZIN HALL 201  
GAINESVILLE FL 32611-7150  
Map (<http://campusmap.ufl.edu/#/index/0029>)

## Curriculum

- Marketing
- Professional Selling Minor
- Retailing Minor

All courses must be taken for letter grade (except for MAR 2290 and MAR 4945) at UF or via an approved study abroad program.

Students who completed FIN 3403, MAN 3025, or MAR 3023 at another Florida public university can petition the school to take a higher-level course in that discipline to satisfy requirements for the minor.

Flexible learning courses will not count toward the minor.

## Required Courses

Code	Title	Credits
FIN 3403	Business Finance <sup>1</sup>	4
MAN 3025	Principles of Management <sup>1</sup>	4
MAR 2290	Retail Management Seminar	1
MAR 3023	Principles of Marketing <sup>1</sup>	4
MAR 3231	Introduction to Retailing Systems and Management <sup>1</sup>	4
MAR 4945	Retail Management Internship	1
Approved electives		3
<b>Total Credits</b>		<b>21</b>

<sup>1</sup> Course has prerequisites.

## Approved Electives

Code	Title	Credits
MAR 3503	Consumer Behavior <sup>1</sup>	4
MAR 4403	Sales Management <sup>1</sup>	4
Any Special Topics retailing course <sup>2</sup>		4

2 Retailing Minor

<sup>1</sup> Course has prerequisites.

<sup>2</sup> Beyond MAR 3231; requires prior approval.

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