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)

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

Email (professional.selling@warrington.ufl.edu) | 352.392.0161 (tel) | 352.846.0457 (fax)

P.O. Box 117150
1454 Union Rd
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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>FIN 3403</td>
<td>Business Finance ¹</td>
<td>4</td>
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<tr>
<td>MAN 3025</td>
<td>Principles of Management ¹</td>
<td>4</td>
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<tr>
<td>MAR 2290</td>
<td>Retail Management Seminar</td>
<td>1</td>
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<tr>
<td>MAR 3023</td>
<td>Principles of Marketing ¹</td>
<td>4</td>
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<tr>
<td>MAR 3231</td>
<td>Introduction to Retailing Systems and Management ¹</td>
<td>4</td>
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<tr>
<td>MAR 4945</td>
<td>Retail Management Internship</td>
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Approved electives

3

Total Credits 21

¹ Course has prerequisites.

Approved Electives

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MAR 3503</td>
<td>Consumer Behavior ¹</td>
<td>4</td>
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<tr>
<td>MAR 4403</td>
<td>Sales Management ¹</td>
<td>4</td>
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</table>

Any Special Topics retailing course ²
Retailing Minor

Course has prerequisites.
Beyond MAR 3231; requires prior approval.