BUSINESS ADMINISTRATION MAJOR, RETAIL MERCHANDISING AND MANAGEMENT CONCENTRATION (B.S.)

Merchandising management helps gather data about consumers and products that can be used to improve product designs, support customer loyalty programs and public relations initiatives, and affect store, catalogue, and website layouts.

If you're interested in a fast-paced career that ensures that retail goods are available to customers when and where they want them, consider a concentration in Retail Merchandising and Management.

A minimum of 120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA. However, more than 120 credits may be required depending upon the major field of study.

Program Requirements

Students must complete 42 credits of General Education requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs) and 3-9 credits of World Languages and Cultures Requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement).

Business Administration Required Core

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACCT 204</td>
<td>Fundamentals of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BSLW 235</td>
<td>Legal, Ethical, and Global Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUGN 280</td>
<td>Data Analysis, Interpretation, and Communication</td>
<td>3</td>
</tr>
<tr>
<td>INBS 250</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>INFO 290</td>
<td>Technology in Business</td>
<td>3</td>
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Integrated Core

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<thead>
<tr>
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<tbody>
<tr>
<td>BUGN 295</td>
<td>Elements of Business</td>
<td>3</td>
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<tr>
<td>FINC 300</td>
<td>Integrated Core: Finance</td>
<td>3</td>
</tr>
<tr>
<td>INFO 300</td>
<td>Integrated Core: Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 300</td>
<td>Integrated Core: Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 439</td>
<td>Applied Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 300</td>
<td>Integrated Core: Marketing</td>
<td>3</td>
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</tbody>
</table>

Retail Merchandising and Management Concentration

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKTG 307</td>
<td>Retail Marketing and Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 309</td>
<td>Buying and Distribution Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 351</td>
<td>Retail Store Co-op Ed</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 482</td>
<td>Independent Owned and Franchised Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 483</td>
<td>Seminar in Retail Management</td>
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</table>

Major Electives

Select 12 credits from the list (see below) 12

Business Administration Collaterals

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>ECON 101</td>
<td>Applied Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Applied Microeconomics</td>
<td>3</td>
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</tbody>
</table>
Business Administration Major, Retail Merchandising and Management Concentration (B.S.)

- **INFO 440**: Advanced Corporate Finance
- **INFO 430**: Working Capital Management
- **INFO 431**: Futures/Options, and other Derivatives
- **INFO 432**: Advanced International Financial Management
- **INFO 490**: Seminar in Finance
- **INFO 491**: Cooperative Education in Finance
- **HOSP 250**: Hospitality Management
- **HOSP 320**: Hospitality Co-Op Ed
- **HOSP 325**: Service Management in Hospitality
- **HOSP 330**: Resort Management
- **HOSP 335**: International Hospitality Management
- **HOSP 340**: Restaurant Management and Operations
- **HOSP 350**: Club Management
- **HOSP 355**: Contemporary Topics in Hospitality
- **HOSP 360**: Casino Management and Operations
- **HOSP 365**: Convention Facility Management
- **HOSP 370**: Customer Relationship Management (CRM) Technologies in Hospitality
- **HOSP 380**: Lodging Management
- **HOSP 480**: Revenue Management in Hospitality
- **INBS 347**: Export/Import Marketing Process
- **INBS 349**: International Marketing
- **INBS 352**: Economic Relations in Latin America
- **INBS 356**: International Management
- **INBS 370**: World Trade and Investment
- **INBS 380**: Global Financial Environment
- **INBS 420**: Globalization and World Development
- **INBS 440**: International Retailing
- **INBS 482**: International Co-op Ed
- **INBS 484**: Senior Seminar in International Business
- **INFO 209**: Personal Finance
- **INFO 230**: Introduction to Business Co-Op Work Exp (3 credits may be taken)
- **INFO 301**: Business Decision Making
- **INFO 306**: Introduction to Web Development
- **INFO 310**: Database Management Systems
- **INFO 320**: Administrative Business Communications
- **INFO 342**: Information Technology Infrastructure
- **INFO 357**: Business Computer Programming
- **INFO 360**: MIS Co-Op
- **INFO 361**: Information Technology Special Projects
- **INFO 365**: Foundations of Business Analytics
- **INFO 366**: Managing Big Data
- **INFO 367**: Structured Data Analytics
- **INFO 368**: Unstructured Data Analytics
- **INFO 380**: Computer Networks in Business
- **INFO 400**: Business Analytics Capstone Practicum
- **INFO 412**: Management for Information Systems Continuity
- **INFO 416**: Business Process Analysis and Enterprise Systems
- **INFO 440**: Data Analysis and Visualization
- **INFO 470**: Electronic Commerce: Creating Business Value Using Information Technology
- **INFO 475**: Quantitative Decision Making for Business
- **INFO 491**: Independent Study in Information Systems
- **INFO 492**: Special Topics in Information Systems
- **LITM 201**: Introduction to Leisure and Tourism
- **LITM 301**: Leisure and Tourism Operations
- **LITM 302**: Leisure and Tourism Facilities
- **MGMT 231**: Management Processes
- **MGMT 305**: Negotiations in the Workplace
- **MGMT 314**: Contemporary Corporate Social Responsibility (CSR)
- **MGMT 315**: Organizational Behavior
- **MGMT 316**: Human Resource Management
- **MGMT 318**: Leadership
- **MGMT 327**: Training, Development, and Career Planning
- **MGMT 331**: Family Business
- **MGMT 335**: Small Business Management
- **MGMT 363**: Business and Society
- **MGMT 392**: Management Cooperative Education
- **MGMT 416**: Global Talent Management
- **MGMT 417**: Compensation Management
- **MGMT 431**: Strategic Business Execution
- **MGMT 435**: Organizational Development and Change
- **MGMT 436**: Strategic Project Management
- **MGMT 491**: Business Consulting
- **MGMT 492**: Selected Topics in Management
- **MKTG 240**: Introduction to Marketing
- **MKTG 310**: Services Marketing
- **MKTG 315**: International Tourism Marketing
- **MKTG 320**: Sports Marketing and Management
- **MKTG 321**: Event Marketing and Planning
- **MKTG 325**: E-Tailing and Multi-Channel Retailing
- **MKTG 339**: Marketing Simulations
- **MKTG 341**: Consumer Behavior
- **MKTG 342**: Sales Concepts and Practices
- **MKTG 344**: Integrated Marketing Communications
- **MKTG 345**: Service and Nonprofit Marketing
- **MKTG 350**: Pharmaceutical and Health Care Marketing
- **MKTG 355**: Sports, Events and Tourism Marketing Co-Op
- **MKTG 360**: Brand Management
- **MKTG 365**: Sustainability and Green Marketing
- **MKTG 442**: Marketing Research
- **MKTG 445**: Marketing Strategies in Sports, Event and Tourism Industries
- **MKTG 446**: Marketing Strategy and Implementation
- **MKTG 447**: Marketing Analytics
- **MKTG 448**: Marketing Consulting
- **MKTG 451**: Internship in Retail Management
- **MKTG 489**: Internet and Social Media Marketing
- **MKTG 490**: Marketing Co-op Ed
- **MKTG 492**: Independent Study in Marketing
- **MKTG 493**: Special Topics in Marketing
<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>REAL 460</td>
<td>Real Estate Investments</td>
<td>3</td>
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