

# RETAIL MERCHANDISING AND MANAGEMENT CONCENTRATION - BUSINESS ADMINISTRATION (B.S.)

## This concentration will be closed to new admissions as of the Spring 2024 semester.

The **Retail Merchandising and Management concentration** in the **Business Administration major** is designed for students with an interest in the front and back-end activities of the highly competitive and dynamic world of retail. This includes the management and merchandising of traditional, online, and omni-channel retailers. It helps students launch a fast-paced career where they will ensure retail goods are available to customers when and where they want them.

In the Retail Merchandising and Management profession, retailers rely on consumer and product data collected by Merchandising and Management experts to improve product designs, support customer loyalty programs, assist public relations initiatives, and influence store, catalog, and website layouts. The exciting transformation from “brick and mortar” to “brick and clicks” not only has forever changed the way people shop, but has created new positions for retail graduates.

### Admission Criteria:

# Overall GPA – 3.0

120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA.

## Program Requirements Overview

Code	Title	Credits
	General Education Requirements	30
	World Languages and Cultures Requirements	3-9
	Major Requirements	42
	Concentration Requirements	33
	Free Electives	12-6
<b>Total Credits</b>		<b>120</b>

## Major Requirements

Code	Title	Credits
<b>Business Administration Required Core</b>		
<i>Business Fundamentals</i>		
ACCT 204	Fundamentals of Accounting (Students in the Finance concentration take ACCT 201)	3
or ACCT 201	Fundamentals of Financial Accounting	
BSLW 235	Legal, Ethical, and Global Environment of Business	3
BUGN 280	Strategic Business Communications	3
INFO 290	Technology in Business	3
MGMT 201	Business Ethics and Social Impact	3
MGMT 439	Applied Business Strategy	3
<i>Integrated Core</i>		

FINC 300	Integrated Core: Finance	3
INFO 300	Integrated Core: Operations Management	3
MGMT 300	Integrated Core: Management	3
MKTG 300	Integrated Core: Marketing	3
<i>Collateral Courses</i>		
ECON 101	Applied Macroeconomics	3
ECON 102	Applied Microeconomics	3
INFO 173	Spreadsheet Modeling for Business Decisions	3
INFO 240	Statistical Methods in Business	3
<b>Business Administration Career Learning</b>		
BUGN 310	Campus to Career Transition I	0
BUGN 320	Campus To Career Transition II	0
<b>Total Credits</b>		<b>42</b>

## Retail Merchandising and Management Concentration Requirements

Code	Title	Credits
<b>Required Concentration Courses</b>		
<i>Foundation Courses</i>		
INBS 250	Introduction to International Business	3
MKTG 310	Services Marketing	3
MKTG 341	Consumer Behavior	3
MKTG 442	Marketing Research	3
<i>Industry Courses</i>		
INBS 440	International Retailing	3
MKTG 307	Retail Marketing and Management	3
MKTG 309	Buying and Distribution Strategies	3
MKTG 483	Seminar in Retail Management	3
<i>Applied Courses</i>		
MKTG 325	Practicum in E-Retailing	3
MKTG 351	Retail Co-op Education	3
or MKTG 451	Internship in Retail Management	
<b>Business Administration Major Electives</b>		
Complete 3 credits from the list below.		3
<b>Total Credits</b>		<b>33</b>

## Business Administration Major Electives

Code	Title	Credits
Required or elective concentration courses will not count as major electives		
<b>General Business</b>		
BUGN 295	Elements of Business	3
<b>Cooperative Education</b>		
COED 401	Cooperative Education Experience I	3-8
COED 402	Cooperative Education Experience II	3-8
COED 403	Cooperative Education Experience III	3-8
COED 404	Cooperative Education Experience IV	3-8
<b>Economics</b>		
<b>Entrepreneurship</b>		
ENTR 201	The Entrepreneurial Mindset and Innovation	3
ENTR 260	Introduction to Innovation and 3D Printing	3
ENTR 290	Special Topics in Entrepreneurship	3
ENTR 301	Creating Your Startup Business Model	3

ENTR 302	Preparing to Pitch and Launch Your Startup	3	HSET 356	Entertainment, Theme Park, and Attractions Industries	3
ENTR 303	Create and Pitch Your Startup	6	HSET 360	Casino Management	3
ENTR 310	Entrepreneurial Accounting and Finance	3	HSET 365	Event Marketing and Management II	3
ENTR 320	Marketing for Entrepreneurs	3	HSET 366	Hospitality Financial Management	3
ECON 322	Health Economics and Policy	3	HSET 370	Customer Relationship Management (CRM) Technologies in Hospitality	3
ENTR 350	Entrepreneurship Cooperative Education	1-3	HSET 375	Property and Community Association Management	3
ENTR 360	Advanced Innovation and Digitally Mediated Making	3	HSET 380	Lodging Management	3
ECON 381	Global Economies and Markets	3	HSET 385	Human Resource Management in Hospitality, Sports, Events, and Tourism	3
ENTR 401	The Legal Entrepreneurial Journey	3	HSET 390	Food and Beverage Management	3
ENTR 420	Growing Your Startup Company	3	HSET 392	Special Topics in Hospitality Management	1-6
ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	3	HSET 395	Information Systems and Technology in Hospitality, Sports, Events, and Tourism	3
ENTR 491	Independent Study in Entrepreneurship	3	HSET 480	Revenue Management in Hospitality, Sports, Events, and Tourism	3
<b>Finance</b>			HSET 492	Independent Study in Hospitality, Sports, Events, and Tourism	1-3
FINC 209	Personal Finance	3	HSET 493	Special Topics in Leisure and Tourism	3
FINC 221	Introduction to Finance	3	<b>International Business</b>		
FINC 318	Introduction to Financial Planning	3	INBS 250	Introduction to International Business	3
FINC 322	Corporate Finance	3	INBS 347	Export/Import Marketing Process	3
FINC 326	Investments	3	INBS 349	International Marketing	3
FINC 327	International Financial Management	3	INBS 350	Cross-Cultural Behavior and Negotiation	3
FINC 350	Special Topics in Finance	3	INBS 440	International Retailing	3
FINC 361	Financial Technology	3	INBS 482	International Business Co-op Ed	3
FINC 372	Securities Industry Essentials	3	<b>Information and Decision Science</b>		
FINC 391	Blockchain and Cryptoassets for Finance	3	INFO 230	Introduction to Business Co-Op Work Exp	3-6
FINC 410	Computer Applications in Economics and Finance	3	INFO 299	Special Topics in Data and Technology	3
FINC 423	Advanced Corporate Finance	3	INFO 301	Business Decision Making	3
FINC 425	Working Capital Management	3	INFO 306	Introduction to Web Development	3
FINC 430	Financial Derivatives	3	INFO 342	Information Technology Infrastructure	3
FINC 431	Advanced International Financial Management	3	INFO 351	Fundamentals of Project Management	3
FINC 490	Advanced Investment Analysis	3	INFO 360	MIS Co-Op	3
FINC 491	Cooperative Education in Finance	3-8	INFO 361	Information Technology Projects	3
FINC 495	Student Managed Fund	3	INFO 366	Managing Big Data and Cloud Computing	3
<b>Hospitality and Tourism</b>			INFO 367	Introduction to Data Mining	3
HSET 208	Leisure and Recreation in Society	3	INFO 390	Digital Transformation	3
HSET 250	Introduction to Hospitality and Tourism	3	INFO 391	Blockchain Technology	3
HSET 255	Professional Development in Hospitality, Sports, Events, Tourism	3	INFO 395	Business Analytics and Artificial Intelligence Strategy	3
HSET 260	Sport Sales	3	INFO 414	Information Security System Management	3
HSET 302	Managing Facilities in Hospitality, Sports, Events, and Tourism	3	INFO 416	Business Process Analysis and Enterprise Systems	3
HSET 315	International Tourism Marketing and Management	3	INFO 470	Electronic Commerce: Creating Business Value Using Information Technology	3
HSET 320	Sports Marketing	3	INFO 476	Data Mining for Business	3
HSET 321	Event Marketing and Management I	3	INFO 488	Business Application with Artificial Intelligent (AI) Systems	3
HSET 325	Service Management	3	INFO 491	Independent Study in Information Systems	3
HSET 330	Resort and Cruise Management	3	INFO 492	Special Topics in Information Systems	1-3
HSET 335	International Experience in Hospitality, Sports, Events, and Tourism	3	INFO 496	Advanced Systems Analysis and Design	3
HSET 340	Restaurant Management and Operations	3			
HSET 350	Club Management	3			
HSET 353	Legal Issues in Hospitality and Tourism	3			
HSET 354	Analytics for Sports and Entertainment Industries	3			
HSET 355	Hospitality, Sports, Events, and Tourism Co-op Ed	3			

<b>Management</b>			REAL 405	Real Estate Development	3
MGMT 305	Negotiations in the Workplace	3	REAL 460	Real Estate Investments	3
MGMT 314	Corporate Social Responsibility: Global Strategies	3	ECON 201	Data Analysis Tools in Economics and Business	3
MGMT 315	Organizational Behavior	3	ECON 203	Fundamental Mathematics for Economics	3
MGMT 316	Human Resource Management	3	ECON 206	Managerial Economics	3
MGMT 318	Leadership	3	ECON 207	Intermediate Microeconomic Analysis	3
MGMT 327	Training, Development, and Career Planning	3	ECON 208	Intermediate Macroeconomic Analysis	3
MGMT 331	Family Business	3	ECON 215	The Economics of Social Problems	3
MGMT 332	Diversity In Business	3	ECON 221	Economics of Professional Sports	3
MGMT 335	Small Business Management	3	ECON 224	Financial Economics	3
MGMT 356	Cross-Cultural Behavior and Management	3	ECON 240	Economics of Time and Mind	3
MGMT 363	Business and Society	3	ECON 301	Money and Banking	3
MGMT 392	Management Cooperative Education	3	ECON 303	Economic Growth and Development	3
MGMT 415	Organizational Theory: Macro Approaches	3	ECON 308	Public Finance	3
MGMT 416	Global Talent Management	3	ECON 310	Urban and Regional Economics	3
MGMT 417	Total Rewards: Compensation and Benefits	3	ECON 311	Labor Economics	3
MGMT 431	Strategic Business Execution	3	ECON 314	Development of Economic Thought	3
MGMT 433	Entrepreneurship and Innovation	3	ECON 317	Quantitative Methods for Economics	3
MGMT 436	Strategic Project Management	3	ECON 321	Economics of Industrial Organization	3
MGMT 491	Business Consulting	3	ECON 324	Capital Markets and Financial Institutions	3
MGMT 492	Special Topics in Management	1-3	ECON 370	International Economics	3
<b>Marketing</b>			ECON 371	World Trade and Investment	3
MKTG 250	Professional Selling	3	ECON 381	Global Economies and Markets	3
MKTG 307	Retail Marketing and Management	3	ECON 390	Applied Econometrics	3
MKTG 309	Buying and Distribution Strategies	3	ECON 398	Economics Independent Study	1-3
MKTG 310	Services Marketing	3	ECON 405	Economic Development of Sub-Saharan Africa	3
MKTG 322	Customer Relationship Management Practicum	3	ECON 408	Strategic Thinking and Game Theory	3
MKTG 325	Practicum in E-Retailing	3	ECON 412	Business Forecasting and Analytics	3
MKTG 341	Consumer Behavior	3	ECON 422	Globalization and World Development	3
MKTG 342	Sales Management	3	ECON 430	International Macroeconomic Policy	3
MKTG 344	Integrated Marketing Communications	3	<b>General Education Requirements</b>		
MKTG 345	Nonprofit Operations and Marketing	3	Click here for a list of courses that fulfill General Education categories. ( <a href="http://catalog.montclair.edu/programs/general-education-requirements-ba-bs/">http://catalog.montclair.edu/programs/general-education-requirements-ba-bs/</a> )		
MKTG 348	Digital Marketing	3	Code	Title	Credits
MKTG 350	Pharmaceutical and Health Care Marketing	3	<b>A. New Student Seminar</b>		
MKTG 351	Retail Co-op Education	3	Complete a 1 credit New Student Seminar course.		
MKTG 360	Brand Management	3	<b>C. Communication</b>		
MKTG 365	Sustainability and Green Marketing	3	1. Writing		3
MKTG 441	Digital Selling	3	2. Literature		3
MKTG 442	Marketing Research	3	3. Communication		3
MKTG 443	Sales Leadership and Negotiation	3	<b>D. Fine and Performing Arts</b>		
MKTG 446	Marketing Strategy and Implementation	3	Complete a 3 credit Fine and Performing Arts course.		
MKTG 447	Marketing Analytics	3	<b>F. Humanities</b>		
MKTG 451	Internship in Retail Management	3	1. Great Works and Their Influences		3
MKTG 482	Independent Owned and Franchised Retailing	3	2. Philosophical and Religious Perspectives		3
MKTG 483	Seminar in Retail Management	3	<b>G. Computer Science</b>		
MKTG 490	Marketing Co-op Ed	3	INFO 173	Spreadsheet Modeling for Business Decisions (Fulfilled in the major.)	
MKTG 492	Independent Study in Marketing	1-3	<b>H. Mathematics</b>		
MKTG 493	Special Topics in Marketing	1-3			
<b>Real Estate</b>					
REAL 204	Real Estate Principles and Practice	3			
REAL 305	Commercial Real Estate Analysis	3			
REAL 360	Mortgage and Fixed Income Analysis	3			

INFO 240	Statistical Methods in Business (Fulfilled in the major.)	
<b>I. Natural Science Laboratory</b>		
Complete a 4 credit Natural Science Laboratory course.	4	
<b>J. Physical Education</b>		
Complete a 1 credit Physical Education course.	1	
<b>K. Social Science</b>		
1. <i>American and European History</i>	3	
2. <i>Global Cultural Perspectives</i>	3	
3. <i>Social Science Perspectives</i>		
ECON 101	Applied Macroeconomics (Fulfilled in the major.)	
<b>L. Interdisciplinary Studies</b>		
ECON 102	Applied Microeconomics (Fulfilled in the major.)	
<b>Total Credits</b>	<b>30</b>	

## World Languages and Cultures Requirements

Click here for a list of courses that fulfill World Languages and Cultures categories. (<http://catalog.montclair.edu/programs/world-languages-and-cultures-requirements/>)

Code	Title	Credits
<b>World Languages</b>		
Based on language placement exam, complete one or two sequential courses in the same language. <b>Requirement is automatically fulfilled by language major courses.</b>	3-6	
<b>World Cultures</b>		
Requirement may be fulfilled by course selected in General Education - Social Science: Global Cultural Perspectives. Requirement may also be fulfilled by major coursework. See list of courses.	0-3	
<b>Total Credits</b>	<b>3-9</b>	

## Recommended Roadmap to Degree Completion

This four-year plan is provided as an outline for students to follow in order to complete their degree requirements within four years. This plan is a recommendation and students should only use it in consultation with their academic advisor.

<b>First Year</b>			
Fall	Credits	Spring	Credits
GENERAL EDUCATION: (A) New Student Seminar	1	GENERAL EDUCATION: (C2) Literature	3
GENERAL EDUCATION: (C1) Writing	3	ECON 101	3
GENERAL EDUCATION: (C3) Communication	3	INFO 240	3
ECON 102	3	INFO 290	3
INFO 173	3	MGMT 201	3
MATH 100	3		
(if needed) or Free Elective			
	<b>16</b>		<b>15</b>

<b>Second Year</b>			
Fall	Credits	Spring	Credits
GENERAL EDUCATION (K1) Social Science – American and European History		3 BUGN 310	0
World Language 1	3	FINC 300	3
ACCT 204	3	INBS 250	3
BUGN 280	3	INFO 300	3
BSLW 235	3	MGMT 300	3
		MKTG 300	3
	<b>15</b>		<b>15</b>

<b>Third Year</b>			
Fall	Credits	Spring	Credits
GENERAL EDUCATION (F1) Humanities – Great Works and Their Influences		3 GENERAL EDUCATION (D) Fine and Performing Arts	3
GENERAL EDUCATION (I) Natural Science Laboratory	4	World Language 2	3
MKTG 307	3	INBS 440	3
MKTG 310	3	MKTG 309	3
MKTG 341	3	MKTG 442	3
	<b>16</b>		<b>15</b>

<b>Fourth Year</b>			
Fall	Credits	Spring	Credits
GENERAL EDUCATION (J) Physical Education	1	GENERAL EDUCATION (F2) Humanities – Philosophical and Religious Perspectives	3
BUGN 320	0	GENERAL EDUCATION (K2) Social Science – Global Cultural Perspectives	3
MGMT 439	3	World Cultures	3
MKTG 325	3	MKTG 483	3
MKTG 351 or 451	3	Free Elective	3
Major Elective	3		
	<b>13</b>		<b>15</b>

**Total Credits 120**