

## B.S. DEGREE IN MARKETING REQUIREMENTS FOR THE RETAIL MANAGEMENT MAJOR

**2020-2021**

**Admission Requirements for the Retail Management Major:**

The Retail Management major is a limited access program. To be admitted to the major, students must (1) have completed at least 52 semester hours, (2) have completed ACG 2021, ACG 2071, CGS 2100 or CGS 2518, ECO 2013, ECO 2023, MAC 2233, and STA 2023 with a grade of "C-" or better in each course, and (3) have the required overall GPA on all prior college level work that is in effect at the time they enter the major. **The overall GPA required for the 2020-2021 academic year (Fall 2020, Spring 2021, and Summer 2021) is 2.90. The overall GPA required is subject to change each academic year.**

**Lower-level Prerequisites for Retail Management Majors: Students must earn a "C-" or better in each course. All of these courses must be completed prior to admission to the Retail Management major.**

Course #	Course Title	Hrs	Course Prerequisites
ECO 2013	Principles of Macroeconomics	3	None
ECO 2023	Principles of Microeconomics	3	None
MAC 2233	Calculus for Business	3	MAC 1105
STA 2023	Fundamental Business Statistics	3	MAC 1105
CGS 2100 or CGS 2518	Microcomputer Applications for Business Spreadsheets for Business ( <i>CGS2518 is required for graduation</i> )	3	None
ACG 2021	Introduction to Financial Accounting	3	None
ACG 2071	Introduction to Managerial Accounting	3	ACG 2021

**CGS 2518 – Spreadsheets for Business (3) is REQUIRED for students earning a degree in Retail Management. A grade of "C-" or better is required.**

**GEB 1030 – Professional Development for Business careers (1) is required for all students entering FSU Fall 2019 or later. A grade of "C-" or better is required.**

**RMI 2302 – Risk in Business and Society (3) is required for students who matriculate at FSU Fall 2013 or later. A grade of "C-" or better is required.**

**General Business Core Requirements for Retail Management Majors: Students must earn a "C-" or better in each course.**

BUL 3310	The Legal and Ethical Environment of Business	3	None
FIN 3403	Financial Management of the Firm	3	ECO 2023, ACG 2021
GEB 3213	Business Communications	3	Admission to the major
ISM 3541	Introduction to Business Analytics	3	None
MAN 3240	Organizational Behavior	3	None
MAR 3023	Basic Marketing Concepts	3	None

**General Business Breadth Requirements for Retail Management Majors: Students must earn a "C-" or better in each course.**

MAN 4720	Strategic Management and Business Policy	3	FIN 3403, MAN 3240, MAR 3023
MAR 3231	Retailing Management	3	None

**Plus one (1) elective from the following list of courses. \*The same course may not be used to satisfy part of the General Business Requirements and part of the Retail Management Major Area Requirement.**

MAN 3600*	Multinational Business Operations	3	ECO 2013, ECO 2023
MAR 3400*	Professional Selling	3	MAR 3023 (pre/co-reg)
QMB 3200	Quantitative Methods for Business Decisions	3	CGS 2100, STA 2023

Course #	Course Title	Hrs	Course Prerequisites	
<b>Retail Management Major Area Requirements: Students must earn a "C-" or better in each course.</b>				
MAR	4203	Logistics and Supply Chain Management	3	MAR 3023
MAR	3503	Consumer Behavior	3	MAR 3023
MAR	4238	Advanced Strategic Retail Management	3	MAR 3023
<b>Plus three (3) electives from the following list:</b>				
ACG	3101	Financial Accounting and Reporting I	3	ACG 2021 with B or better
IDS	3121	Case Analysis and Solution Development	3	MAR 3023
MAN	3600*	Multinational Business Operations		ECO 2013, ECO 2023
MAN	4143	Contemporary Leadership Challenges	3	MAN 3240
MAN	4301	Human Resources Management	3	MAN 3240
MAR	3323	Promotional Management	3	MAR 3023
MAR	3400*	Professional Selling	3	MAR 3023
MAR	3461	Principles of Purchasing	3	MAR 3023
MAR	3711	Sports, Recreation, and Entertainment Marketing	3	MAR3023
MAR	4156	Multinational Marketing	3	MAR 3023
MAR	4233	Social Media Marketing	3	MAR 3023
MAR	4462	Seminar in Purchasing & Materials Management	3	MAR 3023, MAR 3461
MAR	4524	Consumer Demand Analytics with Big Data	3	MAR 3023, QMB 3200
MAR	4613	Marketing Research	3	MAR 3023
MAR	4721	Electronic Marketing	3	MAR 3023
MAR	4832	Product Innovation Management	3	MAR 3023
MAR	4841	Services Marketing	3	MAR 3023
MAR	4941	Internship	3	MAR 3023 + one MAR course
RMI	3011	Risk Management and Insurance	3	

\* The same course may not be used to satisfy part of the General Business Breadth Requirements and part of the Retail Management Major Area Requirements.

\*\*\* Students cannot major in more than one marketing major.

#### Additional Information:

1. In addition to the requirements outlined above, each student must complete all University-wide requirements for graduation. These requirements include liberal studies requirements, the multicultural requirement, the summer residency requirement, the FSU residency requirement, and total hours requirement. Depending on time of admission to Florida State University, University-wide requirements may differ; please consult your advisor.
2. Students **must not** enroll in **any** course at another institution without first receiving approval from the College of Business Undergraduate Programs Office. Once enrolled at FSU, students should plan to take their upper-level business course at FSU. Any exception to this policy must be approved in advance by the College of Business Undergraduate Programs Office. Transfer of upper-level business course completed prior to enrolling at FSU must be from business colleges at other 4-year, accredited institutions. These courses must be approved for course substitution by the College of Business Undergraduate Programs Office upon entering FSU.
3. Please be advised that business courses offered in the summer semester are extremely limited.
4. For further information regarding the Retail Management major, contact the Department of Marketing, RBA 307, 644-4091.