

RETAIL MANAGEMENT OPTION

This option is offered within the following major(s):

- Business Administration - College of Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/>)

Available only via Ecampus.

The Retail Management option covers management and marketing strategies for the retail industry. The program includes all the steps required to bring the customers into the store and fulfill their buying needs. A retail store manager is responsible for ensuring that a store operates efficiently and profitably and that its employees perform adequately. They are responsible for a store's sales and employee schedule, resolving problems that arise in the store and coordinating a store's activities.

All courses in the Retail Management option are offered via Ecampus.

Option Code: 744

Code	Title	Credits
Required Courses		
MGMT 453	HUMAN RESOURCES MANAGEMENT	4
MGMT 457	SUPPLY CHAIN STRATEGY	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 495	RETAIL MANAGEMENT	4
Electives		
Select two of the following:		8
BA 451	SUPPLY AND SOURCING MANAGEMENT	
BA 481	INTRODUCTION TO BUSINESS ANALYTICS	
MGMT 364	PROJECT MANAGEMENT	
MGMT 455	INFLUENCE AND NEGOTIATION	
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	
MRKT 488	PROFESSIONAL SALES	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
MRKT 497	GLOBAL MARKETING	
MRKT 498	SERVICES MARKETING	
Total Credits		24

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