

RETAIL MANAGEMENT, BS

- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)

Contact

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Today's global marketplace demands skilled managers and leaders. The retail management program in the Whitman School prepares students for careers as buyers, store managers, apparel product developers, and sales and marketing representatives. The retail management faculty is committed to becoming an internationally recognized leader in providing the marketplace with well-educated, highly effective executives, advocates, and entrepreneurs. This major offers a student-centered approach to learning in partnership with national and international corporations and organizations. Through experienced faculty and visiting industry professionals, the program provides the basis of theoretical and practical knowledge that students need to succeed in the competitive and ever-changing environment.

Student Learning Outcomes

In addition to the comprehensive learning outcomes listed in the Whitman School's Undergraduate Education description, students in this major are expected to achieve the following additional learning outcomes:

1. Explain how the key components of retail strategy influence business profit
2. Analyze the relationship of the key factors affecting profit
3. Analyze innovative trends in the U.S. culture and how they relate to the retail industry
4. Employ business communication (handling objections/building rapport) and selling strategies (customer and competitor research/customer benefit analysis) utilized in the retail industry

Major Requirements

Code	Title	Credits
Sophomore Year		
RMT 301	Retailing Fundamentals	3
Junior and Senior Year		
RMT 333	Professional Practice	1
RMT 307	Sales and Strategic Partnerships	3
RMT 407	Retail Buying and Planning	3
RMT 475	Supervised Internship	2
Major elective		3
Business elective		3
Major elective may be chosen from the following:		
RMT 314	Product Development for Retail Management	
RMT 357	Visual Merchandising and Store Planning	
RMT 457	Electronic Retailing and Marketing	

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)