RETAILING, BS

The secondary concentration in retailing provides an interdisciplinary overview of the retailing industry, combining courses in core retailing skills with industry-relevant electives from Wharton and the College of Arts & Sciences.

For more information: https://marketing.wharton.upenn.edu/programs/undergraduate/retailing-secondary-concentration/

Retailing Concentration
Secondary concentration only.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 2250</td>
<td>Principles of Retailing</td>
<td>0.5</td>
</tr>
<tr>
<td>OIDD 3970</td>
<td>Retail Supply Chain Management</td>
<td>0.5</td>
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</table>

Marketing Component
Select one course unit from the following:

- MKTG 2110 Consumer Behavior
- MKTG 2120 Data and Analysis for Marketing Decisions
- MKTG 2240 Advertising Management
- MKTG 2270 Digital Marketing and Electronic Commerce
- MKTG 2340 Idea Generation & the Systematic Approach for Creativity
- MKTG 2410 Entrepreneurial Marketing
- MKTG 2620 New Product Development
- MKTG 2650 Principles of Advertising
- MKTG 2700 Digital Marketing, Social Media and E-Commerce
- MKTG 2780 Strategic Brand Management
- MKTG 2880 Pricing Strategies

Operations Component
Select one from the following:

- OIDD 2200 Introduction to Operations Management
- OIDD 2910 Negotiations
- OIDD 3140 Enabling Technologies
- REAL 2090 Real Estate Investment: Analysis and Financing
- REAL 3210 Real Estate Development

Design Component
Select one from the following:

- OIDD 4150 Product Design
- URBS 2050 People and Design
- VLST 1010 Eye, Mind, and Image

Primary Concentration

Other Wharton Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
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<tbody>
<tr>
<td>BEPP 1000</td>
<td>Introductory Economics for Business Students</td>
<td>1</td>
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<tr>
<td>MATH 1400</td>
<td>Calculus, Part I</td>
<td>1</td>
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<tr>
<td>or MATH 1100</td>
<td>Calculus for Wharton Students</td>
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</tbody>
</table>

Writing
Critical Writing Seminar

Business
Business Breadth (non-concentration courses)

Leadership Journey

Fundamentals

ACCT 1010 Accounting and Financial Reporting
ACCT 1020 Strategic Cost Analysis
BEPP 2500 Managerial Economics
FNCE 1000 Corporate Finance
FNCE 1010 Monetary Economics and the Global Economy
LGST 1000 Ethics and Social Responsibility
or LGST 1010 Law and Social Values

First-Year Foundations

MKTG 1010 Introduction to Marketing

Leadership Journey

Writing
Critical Writing Seminar

Business
Business Breadth (non-concentration courses)

Global Economy, Business & Society
One course unit required

Technology, Innovation & Analytics
One course unit required

Liberal Arts & Sciences

Foreign Language

Second semester-level course or equivalent required

Humanities
At least one course unit required

Natural Science, Math & Engineering
At least one course unit required

Social Science
At least one course unit required

Cross-Cultural Perspectives
Three course units required

Unrestricted Electives
Five course units required

Total Course Units
37

1 One course unit from the secondary concentration will double count as a Business Breadth Requirement.

Three course units from the secondary concentration will double count as Unrestricted Electives.

1 For students who take ECON 0100 Introduction to Micro Economics and ECON 0200 Introductory Economics: Macro in place of BEPP 1000 Introductory Economics for Business Students of these

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courses can be slotted for BEPP 1000 on the worksheet. The second
course may be used to fulfill a General Education Distribution or
Unrestricted Elective requirement.

2 Two can double-count as Humanities; Natural Science, Math &
Engineering; Social Science; or Flex Gen Ed.

The degree and major requirements displayed are intended as a guide
for students entering in the Fall of 2023 and later. Students should
consult with their academic program regarding final certifications and
requirements for graduation.