

# 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.

Code	Title	Course Units
<b>Secondary Concentration Requirements</b> <sup>1</sup>		
MKTG 225	Principles of Retailing	0.5
OIDD 397	Retail Supply Chain Management	0.5
<i>Marketing Component</i>		
Select one course unit from the following:		
MKTG 211	Consumer Behavior	
MKTG 212	Data and Analysis for Marketing Decisions	
MKTG 224	Advertising Management	
MKTG 227	Digital Marketing and Electronic Commerce	
MKTG 234	Idea Generation & the Systematic Approach for Creativity	
MKTG 241	Entrepreneurial Marketing	
MKTG 262	New Product Development	
MKTG 265	Principles of Advertising	
MKTG 270	Digital Marketing, Social Media and E-Commerce	
MKTG 278	Strategic Brand Management	
MKTG 288	Pricing Strategies	
MKTG 292	Creativity	
<i>Operations Component</i>		
Select one from the following:		
MGMT 104	Industrial Relations and Human Resource Management	
OIDD 220	Introduction to Operations Management	
OIDD 291	Negotiations	
OIDD 314	Enabling Technologies	
REAL 209	Real Estate Investment: Analysis and Financing	
REAL 321	Real Estate Development	
<i>Design Component</i>		
Select one from the following:		
OIDD 415	Product Design	
URBS 205	People and Design	
VLST 101	Eye, Mind, and Image	
<b>Primary Concentration</b>		<b>4</b>
<b>Other Wharton Requirements</b>		<b>33</b>
<b>Total Course Units</b>		<b>37</b>

<sup>1</sup> 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.

## Other Wharton Requirements

Code	Title	Course Units
<b>First-Year Foundations</b>		
ECON 010	Introduction to Economics for Business <sup>1</sup>	1
MATH 104	Calculus, Part I	1
	or MATH 110 Calculus for Wharton Students	
<i>Writing</i>		
	Critical Writing Seminar	1
<b>Business</b>		
	<i>Business Breadth (non-concentration courses)</i>	3
<i>Leadership Journey</i>		
WH 101	Business and You	0.5
WH 201	Management Communication: Persuasive Speaking and Writing for Business	0.5
WH 301	Teamwork and Interpersonal Influence	0.5
	Capstone Course/Project	0.5
<i>Fundamentals</i>		
ACCT 101	Accounting and Financial Reporting	1
ACCT 102	Strategic Cost Analysis	1
BEPP 250	Managerial Economics	1
FNCE 100	Corporate Finance	1
FNCE 101	Monetary Economics and the Global Economy	1
LGST 100	Ethics and Social Responsibility	1
	or LGST 101 Law and Social Values	
MGMT 101	Introduction To Management	1
MKTG 101	Introduction to Marketing	1
OIDD 101	An Introduction to Operations, Information and Decisions	1
STAT 101	Introductory Business Statistics	1
STAT 102	Introductory Business Statistics	1
<i>Global Economy, Business &amp; Society</i>		
	One course unit required	1
<i>Technology, Innovation &amp; Analytics</i>		
	One course unit required	1
<b>Liberal Arts &amp; Sciences</b>		
	Second semester-level foreign language	
<i>General Education Distribution</i>		
	Select 6 courses with at least 1 course unit in each of the following categories:	6
	Humanities	
	Natural Science, Math & Engineering	
	Social Science	
<i>Cross-Cultural Perspectives</i>		
	Select 3 courses <sup>2</sup>	3
<b>Unrestricted Electives</b>		

Select five courses	5
Total Course Units	33

<sup>1</sup> For students who take ECON 001 Introduction to Micro Economics and ECON 002 Introductory Economics: Macro in place of ECON 010 Introduction to Economics for Business of these courses can be slotted for ECON 010 on the worksheet. The second course may be used to fulfill a General Education Distribution or Unrestricted Elective requirement.

<sup>2</sup> Two can double-count as General Education Distribution courses.

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The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2018 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

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