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 225</td>
<td>Principles of Retailing</td>
<td>0.5</td>
</tr>
<tr>
<td>OIDD 397</td>
<td>Retail Supply Chain Management</td>
<td>0.5</td>
</tr>
</tbody>
</table>

#### Marketing Component
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

#### Operations Component
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

#### Design Component
Select one from the following:

- OIDD 415 Product Design
- URBS 205 People and Design
- VLST 101 Eye, Mind, and Image

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### Other Wharton Requirements

#### First-Year Foundations
- ECON 010 Introduction to Economics for Business \(^1\) 1
- MATH 104 Calculus, Part I 1
  - or MATH 110 Calculus for Wharton Students

#### Writing
- Critical Writing Seminar 1

#### Business
- **Business Breadth (non-concentration courses)** 3

#### Leadership Journey
- WH 101 Business and You 0.5
- WH 201 Business Communication for Impact 0.5
- WH 301 Teamwork and Interpersonal Influence 0.5
- Capstone Course/Project 0.5

#### Fundamentals
- 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 1
- 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

#### Global Economy, Business & Society
One course unit required

#### Technology, Innovation & Analytics
One course unit required

#### Liberal Arts & Sciences
Second semester-level foreign language

#### General Education Distribution
Select 6 courses with at least 1 course unit in each of the following categories:

- **Humanities**
- Natural Science, Math & Engineering
- Social Science

#### Cross-Cultural Perspectives
Select 3 courses \(^2\) 3

#### Unrestricted Electives

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\(^1\) 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.
<table>
<thead>
<tr>
<th>Select five courses</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Course Units</td>
<td>33</td>
</tr>
</tbody>
</table>

1. 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.

2. Two can double-count as General Education Distribution courses.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2019 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.