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>
</tr>
</tbody>
</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

First-Year Foundations

- ECON 0110 Introduction to Economics for Business
- MATH 1400 Calculus, Part I
  
  or MATH 1100 Calculus for Wharton Students

Writing

- Critical Writing Seminar

Business

Business Breadth (non-concentration courses)

Leadership Journey

- WH 1010 Business and You
- WH 2010 Business Communication for Impact
- MGMT 3010 Teamwork and Interpersonal Influence
- Capstone Course/Project

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
- MKTG 1010 Introduction to Marketing
- OIDD 1010 An Introduction to Operations, Information and Decisions

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

Unrestricted Electives

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.
Select five courses 5

Total Course Units 33

1

For students who take ECON 0100 Introduction to Micro Economics and ECON 0200 Introductory Economics: Macro in place of ECON 0110 Introduction to Economics for Business of these courses can be slotted for ECON 0110 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 2022 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.