

**Notes**

- Students are required to complete 64 credit hours for the major.
- See "Simmons PLAN & Graduation Requirements" worksheet for all-college requirements.

**Prerequisites for Retail Management**

Complete the following prerequisite courses.

Course #	Course Title	Credits	Completed
ECON 100	Principles of Microeconomics (KCA – SH)	4	
MATH 118	Introductory Statistics (KCA – QL)	4	

**Required Core Courses**

Complete the following core courses, which are offered in Fall (F) and Spring (Sp) semesters.

Course #	Course Title	Credits	Completed
MGMT 100	Foundations of Business & Management	4	
ACCT 110	Principles of Financial Accounting	4	
MGMT 234	Organizational Communication and Behavior	4	
MGMT 250	Principles of Marketing	4	
MGMT 260	Principles of Finance	4	
MGMT 325	Operations Management and Decision Making	4	
MGMT 340	Strategy (F)	4	
MGMT 370	Internship (requires 234, declared major and consent)	8	

**Retail Management Major Courses**

Complete the following major courses.

Course #	Course Title	Credits	Completed
MGMT 236	Retail Management (F)	4	
MGMT 222	Human Resources Management (Sp)	4	

**Electives**

Student must take TWO electives from the following list.

Courses Selected	Credits	Completed
	4	
	4	

MGMT 137	Entrepreneurship and Innovation (F, Sp)
MGMT 225	Manager and the Legal Environment (F)
MGMT 233	Developing Customer Relationships (Sp)
MGMT 232A	Introduction to Advertising (F)
MGMT 232B	National Student Ad Competition (Sp)
MGMT 221	Project Management (F, Sp)
MGMT 231	Creating Brand Value (Sp)
MGMT 329	People, Planet and Profits (Sp)
MGMT 335	Marketing Research (F)
MGMT 348	Sustainable Supply Chain (Sp)

**Capstone**

Students must take MGMT 392 (or MGMT 394, if offered). Senior standing is required.

Course #	Course Title	Credits	Completed
MGMT 392	Market Decision Making (Sp)	4	