

BUYING/MANAGEMENT CONCENTRATION
Retail Merchandising & Management

Freshman Courses

BURTL-105	Intro to RMM [Fall]	1
BURTL-222	Computer Apps	2
BURTL-127	Basic Merchandising	3
BURTL-229	Visual Merchandising	3
ENGL-101	English-Composition	3
ENGL-102	English-Read/Write	3
SPCOM-100	Speech	2
	General Education	6

Freshman/Sophomore

BUMGT-304	Principles of Management	3
BUMKG-330	Principles of Marketing	3
	Gen.Ed/MATH	4
ECON-210	Principles of Economics I	3
	General Education	5

Sophomore

BUACT-206	Intro to Financial Acctg	3
BUACT-207	Managerial Accounting	3
BURTL-329	Fashion Promo(BURTL-127)	3
ECON-215	Principles of Economics II	3
BURTL-350	Mktg.Aging & Minorities	2
	General Education	6

Sophomore/Junior

BUMIS-333	MIS (BUACT-206)	3
BUMKG-346	Target Marketing	3
	International Selective	3
	Writing Selective	3
	Speech Selective	2
	General Education	5

Junior

BUMKG-438*	Industrial Distribution	3
BURTL-430	MPC (GE math, BUACT-206)	4
PSYC-370**	Interpersonal Effect.	2
BUMKG-436	Marketing Management	3
	(BUMKG-330,207 & adv.mktg)	
	General Education	3

Junior/Senior

BURTL-417	Soc/Psych Asp. Clothing	3
PSYC-382	Human Resource Mgt.	3
BURTL-335	Special Topics – or –	
BURTL-322	Merch Mktg Apparel Line	2
	General Education	2

* Substituted for BURTL-389 Logistics
**Course can be scheduled at any classification.

Senior

BURTL-327	Store Mgt (BURTL-430, senior)	3
BURTL-425	Cur. Retail Strat. (BUMKG-438)	2
BURTL-426	Fashion Retail Practicum	4
BURTL-490	Advanced MPC	3

Electives

7

Optional Experiences Available

BURTL-449	Co-op/Internship	1-6
BURTL-477	AIU Study in London	16
BURTL-419	National Study Tour	1

Identify the remaining Gen.Ed. courses (Course # and title) by area. Indicate Ethnic Studies courses by level (A, B, C.)

ES	Gen. Ed. Courses	Cr
	Analytic Reasoning	2
	Health/Physical Fitness	2
—	_____	—
—	_____	—
	Humanities/Fine Arts	9
—	_____	—
—	_____	—
—	_____	—
	Social & Behavioral Science	6
—	_____	—
—	_____	—
	Natural Science	4
—	_____	—
—	_____	—
	Technology	2
	Gen. Ed. Elective	2