



Revised Retail Merchandising and Management Program 2008-2009 Curriculum Plan Sheet

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Student Name: _____

ID Number: _____

Date: _____

GENERAL EDUCATION	40 credits
A. Communications (8 credits)	
ENGL-101 Freshman English-Comp. -OR-	3
ENGL-111 Freshman English-Honors I	
ENGL-102 Freshman English-Writing -OR-	3
ENGL-112 Freshman English-Honors II	
SPCOM-100 Fundamentals of Speech	2
B. Analytical Reasoning (6 credits)	
Must include a MATH course from approved list	
MATH-123 for Buying concentration	4
MATH-120, 121 or 123 for Store Op. Mgt. concentration	
C. Health Enhancement & Physical Well-Being (2 credits)	
Select from the list of approved courses.	
D. Humanities and the Arts (9 credits)	
(Select courses from 3 different areas)	
Select from the list of approved courses	
E. Social and Behavioral Sciences (9 credits)	
ECON-210 Principles of Economics I	3
(Select courses from 2 additional areas)	
Select from the list of approved courses.	
F. Natural Science (4 credits)	
At least one course must include a lab.	
Select from the list of approved courses.	
G. Technology (2 credits)	
Select from the list of approved courses.	

PROFESSIONAL CORE	39-40
BURTL-105 Introduction to RMM	1
BUACT-206 Financial Accounting	3
BUMKG-330 Principles of Marketing	3
BURTL-127 Basic Merchandising	3
BURTL-390 Merchandise Planning and Control	4
ECON-215 Principles of Economics II	3
PSYC-370 Interpersonal Effectiveness Training	2
BUMKG-385 Target Marketing	3
BUMGT-304 Principles of Management	3
BUMKG-438 Logistics	3
BURTL-329 Retail Promotions	3
BURTL-425 Current Retail Strategies	2
Writing Selective	
Select 1 course from the following:	
ENGL-320 Business Writing	
ENGL-415 Technical Writing	
Senior Capstone Selective	
BURTL-450 Retail Practicum I and	2
BURTL-451 Retail Practicum II	2
- OR -	
BURTL-449 Retail Co-op/Internship	3-4
OTHER REQUIREMENTS	
1 <i>Ethnic Studies and Global Perspective requirements must be fulfilled according to the approved university guidelines.</i>	
2 <i>500 hours of retail work experience must be documented in order to complete this degree.</i>	
3 <i>Overall 2.0 GPA required for graduation.</i>	
CONCENTRATION * (Select one)	40-41
Fashion Marketing	
Human Resource Management	
Buying and Product Management	
Store Operations Management	
* Detailed list of courses in each concentration on reverse side of page.	

