

Retailing

Bachelor of Science in Retailing

SCHOOL OF BUSINESS



Southern 
New Hampshire
University

Go beyond the sales counter

Bachelor of Science in Retailing

Put yourself at the forefront of America's consumer culture with Southern New Hampshire University's retailing program.

Retailing is the process by which goods and services reach consumers through store, non-store and electronic means. It is one of the most exciting divisions of marketing. One of only a few four-year retailing majors in the region, Southern New Hampshire University's program prepares graduates for a variety of entry-level management positions in store operations, merchandising, sales promotion, product development and human resources. And with its business focus, the program instills knowledge and skills that transfer easily to other careers.

Exposing students to the world of retailing with field trips and expert guest speakers, the program offers cooperative education opportunities in the United States and abroad. Several graduates have achieved success in retail operations and management; retailing graduates and interns have worked for companies such as Apple, Bank of America, Betsy Johnson, Gap Inc., Macy's Inc., Reebok, Saks Fifth Avenue and Verizon.

Students can choose to specialize in one of four retailing disciplines: retail promotion, small business, retail operations or fashion merchandising. And by combining retailing studies with a minor in related disciplines such as marketing, advertising or communications, they can further tailor their studies to their aspirations while enhancing their employment opportunities.

Any students who have earned an A.S. in fashion merchandising at SNHU can easily transfer into the retailing program to earn their bachelor's degrees.

Accreditation

Accreditation Commission for Programs in Hospitality Administration
American Culinary Federation Educational Institute
Association of Collegiate Business Schools and Programs
European Council for Business Education
National Association for Sport and Physical Education
New England Association of Schools and Colleges
New Hampshire Postsecondary Education Commission
New Hampshire State Department of Education for Teacher Certification
North American Society for Sport Management

Retailing Major Courses

MKT 222	Principles of Retailing
MKT 322	International Retailing
MKT 345	Consumer Behavior
MKT 442	Retailing Management
MKT 490	Marketing Cooperative Education

Retail Promotion Track

MKT 229	Principles of Integrated Marketing Communications
MKT 230	Retail Sales Promotion
MKT 360	Direct Marketing

Small Business Retail Track

MKT 230	Retail Sales Promotion
OL 317	Small Business Management
OL 320	Entrepreneurship

Retail Operations Track

MKT 266	Services Marketing
MKT 320	Sales Management
QSO 331	Introduction Operations Management

Fashion Merchandising Track

FMK 202	Fashion Merchandising
FMK 204	Textiles
MKT 230	Retail Sales Promotion

Allied Courses

MAT 105	Merchandising Mathematics
QSO 330	Introduction to Supply Chain Management

Free Electives: 15 Credits

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