

Retail (RETL)

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The Department of Marketing offers a retail major that leads to a B.S.B.A. degree. The department also offers a marketing major (<http://catalog.uark.edu/undergraduatecatalog/collegesandschools/sammwaltoncollegeofbusiness/marketingmktg>).

The major in retail is designed to prepare students for careers in retailing or in companies that manufacture, sell, and distribute consumer goods to retailers. In addition to a broad view of the business and retail environments students can select to concentrate their retail studies in accounting, economics, finance, information systems, international retail, management, marketing, or supply chain management. A general retail concentration is also available.

Retail Major Requirements

The retail major requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a retail major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

Major Course Requirements in All Concentrations

MKTG 3553	Consumer Behavior	3
MKTG 3633	Marketing Research	3
MKTG 4433	Retail Strategy	3
MKTG 4443	Retail Buying and Merchandise	3
Select four from a single concentration:		12

Accounting Concentration

ACCT 3723	Intermediate Accounting I
ACCT 3753	Intermediate Accounting II
ACCT 4673	Product, Project and Service Costing
ACCT 4753	

Economics Concentration

ECON 3033	Microeconomic Theory
ECON 3133	Macroeconomic Theory
ECON 4333	Economics of Organizations
ECON 4633	International Trade
ECON 4643	International Macroeconomics and Finance

Finance Concentration

FINN 3013	Financial Analysis
FINN 3053	Financial Markets and Institutions
FINN 3603	Corporate Finance
And select one of the following:	
FINN 3623	Risk Management
FINN 3703	International Finance
FINN 3933	Real Estate Principles

Information Systems Concentration

ISYS 2263	Principles of Information Systems
ISYS 4213	ERP Fundamentals

ISYS 4243 Current Topics in Computer Information

ISYS 4293 Business Intelligence

Management Concentration

MGMT 3933	Entrepreneurship and New Venture Development
MGMT 4243	Ethics and Corporate Responsibility
MGMT 4253	Leadership
MGMT 4263	Organizational Change and Development
MGMT 4433	Small Enterprise Management
MGMT 4583	International Management
MGMT 4943	Organizational Staffing
MGMT 4953	Organizational Rewards and Compensation

Marketing Concentration

MKTG 3653	Category Management Topics
MKTG 4003H	Honors Marketing and Transportation Colloquium
MKTG 4103	Marketing Topics
MKTG 4233	Integrated Marketing Communications
MKTG 4343	Selling and Sales Management
MKTG 4513	Nonprofit Marketing
MKTG 4633	Global Marketing
MKTG 4853	Marketing Management

Supply Chain Management Concentration

SCMT 3443	Transportation and Distribution Management
SCMT 3613	Supply Management
SCMT 3653	Retail Supply Chain Analysis
Any 3000/4000 level SCMT	

General Retail Concentration

Select one from four different areas:

Economics

ACCT 3723	Intermediate Accounting I
ECON 3033	Microeconomic Theory
ECON 3133	Macroeconomic Theory
ECON 4333	Economics of Organizations
ECON 4633	International Trade
ECON 4643	International Macroeconomics and Finance

Finance

FINN 3013	Financial Analysis
FINN 3053	Financial Markets and Institutions
FINN 3603	Corporate Finance
FINN 3623	Risk Management
FINN 3703	International Finance
FINN 3933	Real Estate Principles
FINN 4833	Property and Casualty Insurance I

Information Systems

ISYS 2263	Principles of Information Systems
ISYS 4243	Current Topics in Computer Information
ISYS 4213	ERP Fundamentals

Management

MGMT 4243	Ethics and Corporate Responsibility
MGMT 4253	Leadership
MGMT 4263	Organizational Change and Development
MGMT 4943	Organizational Staffing
MGMT 4953	Organizational Rewards and Compensation

MGMT 4433	Small Enterprise Management	
Marketing		
MKTG 3633	Marketing Research	
MKTG 3653	Category Management Topics	
MKTG 4233	Integrated Marketing Communications	
MKTG 4343	Selling and Sales Management	
MKTG 4633	Global Marketing	
Supply Chain Management		
SCMT 3443	Transportation and Distribution Management	
SCMT 3613	Supply Management	
SCMT 3653	Retail Supply Chain Analysis	
Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.		
Junior/Senior Business Electives		12

Retail B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy>) for university requirements of the program.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3	
MATH 2053 Finite Mathematics	3	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) ¹	3	
WCOB 1111 Freshman Business Connection	1	
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003) ¹	3	
ISYS 1120 Computer Competency Requirement	0	
U.S. History or Political Science– University Core	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)		3
ACCT 2013 Accounting Principles		3
WCOB 1033 Data Analysis and Interpretation		3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)		3
Natural Science – University Core		4
Year Total:	16	16

Second Year	Units	
	Fall	Spring
MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II	3	
ISYS 2103 Business Information Systems ¹	3	

MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) ²		3
Social Science – University Core		3
Fine Art/Humanities – University Core		3
SCMT 2103 Introduction to Supply Chain Management ¹		3
MGMT 2103 Managing People and Organizations ¹		3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ²		3
Fine Art/Humanities – University Core		3
Natural Science – University Core		4
ALL pre-business requirements should be met by end of term		
Year Total:	15	16

Third Year	Units	
	Fall	Spring
MKTG 3433 Introduction to Marketing ¹	3	
FINN 3043 Principles of Finance ¹	3	
Retail Concentration	3	
Junior Senior Business Electives	6	
MKTG 3553 Consumer Behavior		3
MKTG 4433 Retail Strategy		3
MGMT 3013 Strategic Management		3
Retail Concentration		6
Year Total:	15	15

Fourth Year	Units	
	Fall	Spring
MKTG 4443 Retail Buying and Merchandise	3	
Junior Senior Business Elective	6	
General Education Electives	3	
Retail Concentration		3
Junior Senior Business Elective		3
General Education Electives		9
Year Total:	12	15

Total Units in Sequence: 120

¹ Must be completed prior to MGMT 3013.

² Must be completed prior to taking any 3000 or 4000 level business electives.

Retail Minor for Business Students

The Department of Marketing offers a retail minor for Walton College students desiring more knowledge of retail, to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence.

The 15 hours include the following courses:

MKTG 3433	Introduction to Marketing	3
MKTG 3553	Consumer Behavior	3
MKTG 4433	Retail Strategy	3
MKTG 4443	Retail Buying and Merchandise	3

Select one of the following:	3
ECON – Any ECON course at 3000 or 4000 level	
FINN 3013 Financial Analysis	
ISYS 4213 ERP Fundamentals	
MGMT – any MGMT course at the 3000 or 4000 level	
MKTG 3653 Category Management Topics	
MKTG 4233 Integrated Marketing Communications	
SCMT 3613 Supply Management	
Total Hours	15

Students who desire to earn a retail minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course prerequisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

Allen, Bradley, Ph.D. (University of Texas at San Antonio), B.S. (Brigham Young University), Assistant Professor, 2017.

Ashton, Dub, Ph.D. (University of Georgia), M.B.A., B.S.B.A. (Memphis State University), Associate Professor, 1981.

Burton, Scot, Ph.D. (University of Houston), M.B.A., B.S.B.A. (University of Texas), Distinguished Professor, 1993.

Chen, Jialie, Ph.D. (Cornell University), B.A. (Shanghai University of Finance and Economics), Assistant Professor, 2018.

Cole, John Walker, M.B.A., B.A. (University of Arkansas), Instructor, 1997.

Cox, Nicole R., M.B.A. (University of Arkansas), B.S. (College of the Ozarks), Instructor, 2003.

Gauri, Dinesh K., Ph.D., M.A. (State University of New York-Buffalo), M.S. (Indian Institute of Technology, New Delhi), Professor, 2016.

Howlett, Betsy, Ph.D. (Duke University), M.S., B.A. (Lehigh University), Professor, 1995.

Jensen, Thomas D., Ph.D., M.A., B.A. (University of Arkansas), Professor, 1982.

Jensen, Molly R., Ph.D., M.A. (University of Arkansas), B.S. (Southwest Missouri State University), Clinical Associate Professor, 2003.

Jensen, Sarah, M.B.A., B.A. (Webster University), Instructor, 2009.

Kopp, Steven W., Ph.D. (Michigan State University), M.B.A. (University of Southern Mississippi), B.S. (University of Missouri-Rolla), Associate Professor, 1992.

Miles, Rebecca S., Ph.D. (Oklahoma Christian University), M.Ed. (Central State University), B.S. (Oklahoma Christian College), Clinical Assistant Professor, 2007.

Murray, Jeff B., Ph.D. (Virginia Polytechnic Institute and State University), M.A., B.A. (University of Northern Colorado), Professor, 1989.

Rapert, Molly, Ph.D. (University of Memphis), M.B.A., B.S.B.A. (University of Arkansas), Associate Professor, 1991.

Smith, Ronn J., Ph.D. (Washington State University), M.S., B.S. (Montana State University), Associate Professor, 2006.

Soysal, Gonca, Ph.D. (Northwestern University), M.S. (Northwestern University), M.E. (University of Florida), B.S. (Middle East Technical University), Assistant Professor, 2017.

Stassen, Robert E., Ph.D., M.B.A. (University of Nebraska-Lincoln), B.S. (University of Minnesota), Associate Professor, 1989.

Taylor, Jennifer, Ph.D. (University of Missouri-Kansas City), M.A. (University of Northern Iowa), B.A. (University of Kentucky), Research Professor, 2014.

Velliquette, Anne M., Ph.D. (University of Arkansas), M.A.B., B.S. (Southwest Missouri State University), Clinical Assistant Professor, 2014.
Villanova, Daniel, Ph.D. (Virginia Tech University), B.S.B.A. (Appalachian State University), Assistant Professor, 2018.