

Retail (RETL)

Dinesh Gauri
Marketing Department Chair
325 Business Building
479-575-4055

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 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

MKTG 3553	Consumer Behavior	3
MKTG 4433	Retail Strategy	3
MKTG 4443	Retail Buying and Merchandise	3
MKTG 4343	Selling and Sales Management	3
MKTG 4353	Advanced Professional Selling	3
ISYS 4193	Business Analytics and Visualization	3
MKTG 3013	Retail Internship ¹	3
Select three hours from the following:		3
MKTG 3653	Category Management Topics	
MKTG 3633	Marketing Research	
MKTG 3833	Digital Marketing	
MKTG 4233	Integrated Marketing Communications	
MKTG 4853	Marketing Management	
FINN 3013	Financial Analysis	
SCMT 3613	SOURCE: Procurement and Supply Management	
SCMT 3623	PLAN: Inventory and Forecasting Analytics	
SCMT 3653	Project Management: Supply Chain New Product Planning and Launch	
Total Hours		24

¹ Alternative industry-based experiential coursework is available on an exception basis with departmental approval.

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) (Satisfies General Education Outcome 1.1)	3	
MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1)	3	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) ¹	3	
WCOB 1111 Freshman Business Connection	1	
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)¹	3	
ISYS 1123 Business Application Knowledge - Computer Competency	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)		3
ACCT 2013 Accounting Principles		3
WCOB 1033 Data Analysis and Interpretation		3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Satisfies General Education Outcome 3.3)		3
Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)		4
Year Total:	16	16
Second Year	Units	
	Fall	Spring
SEVI 2053 Business Foundations or ACCT 2023 Accounting Principles II	3	
ISYS 2103 Business Information Systems¹	3	
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) ²	3	
Social Sciences State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity requirement)	3	
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)	3	
SCMT 2103 Integrated Supply Chain Management¹		3
MGMT 2103 Managing People and Organizations¹		3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) (Satisfies General Education Outcome 3.3) ²		3
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)		3

Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)	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 Marketing¹	3	
FINN 2043 Principles of Finance²	3	
ISYS 4193 Business Analytics and Visualization	3	
Junior Senior Business Electives	6	
MKTG 3553 Consumer Behavior		3
MKTG 4433 Retail Strategy		3
MKTG 3013 Retail Internship		3
Retail Major Elective		3
MKTG 3013 Retail Internship (Satisfies General Education Outcome 6.1)		3
Year Total:	15	15

Fourth Year	Units	
	Fall	Spring
MKTG 4443 Retail Buying and Merchandise	3	
MKTG 4343 Selling and Sales Management	3	
Junior Senior Business Elective	3	
General Education Electives	3	
MKTG 4353 Advanced Professional Selling		3
Junior Senior Business Elective		3
General Education Electives		6
U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)		3
Year Total:	12	15

Total Units in Sequence: 120

¹ Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 2053.

² Must be completed prior to SEVI 3013.

³ Must be completed prior to taking any 3000 or 4000 level business electives.

⁴ The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity requirement include: ANTH 1023, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, or SOCI 2033.

⁵ The Fine Arts Elective courses which satisfy General Education Outcome 3.1 include: ARCH 1003, ARHS 1003, COMM 1003, DANC 1003, LARC 1003, MLIT 1003H, MLIT 1013, MLIT 1013H, MLIT 1333, THTR 1003, THTR 1013, or THTR 1013H.

⁶ The Humanities Elective courses which satisfy General Education Outcome 3.2 include: AAST 2023, ANTH 1033, ARCH 1013, CLST 1003, CLST 1003H, CLST 1013, COMM 1233, DANC 1003, ENGL 1213, GNST 2003, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, HIST 2003, HIST 2013, HUMN 1124H, HUMN 2213, LALS 2013, MRST 2013, MUSY 2003, MUSY 2003H, PHIL 2003, PHIL 2003C, PHIL 2003H, PHIL 2103, PHIL 2103C, PHIL 2303, THTR 1003, THTR 1013, THTR 1013H, WLIT 1113, WLIT 1123, or intermediate-level world language (usually 2003-level).

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 course at 3000 or 4000 level		
FINN 3013	Financial Analysis	
ISYS 4213	ERP Fundamentals	
MGMT course at 3000 or 4000 level		
MKTG 3653	Category Management Topics	
MKTG 4233	Integrated Marketing Communications	
MKTG 4453	New Product Development	
SCMT 3613	SOURCE: Procurement and 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.

Faculty

- Burton, Scot**, Ph.D. (University of Houston), M.B.A., B.S.B.A. (University of Texas), Distinguished Professor, Tyson Chair in Food and Consumer Products Retailing, 1993, 2012.
- Chen, Jialie**, Ph.D. (Cornell University), B.A. (Shanghai University of Finance and Economics), Assistant Professor, 2018.
- 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, Walmart Chair in Marketing, 2016.
- Jensen, Molly R.**, Ph.D., M.A. (University of Arkansas), B.S. (Southwest Missouri State University), Clinical Associate Professor, 2003.
- Jensen, Sarah D.**, Ed.D. (University of Arkansas), M.B.A., B.A. (Webster University), Instructor, 2009.
- Jensen, Thomas D.**, Ph.D., M.A., B.A. (University of Arkansas), Professor, Wal-Mart Lecturer in Retailing, 1982, 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, 2000.

Miles, Rebecca S., Ph.D. (Oklahoma Christian University), M.Ed. (Central State University), B.S. (Oklahoma Christian College), Clinical Assistant Professor, 2007, 2015.

Murray, Jeff B., Ph.D. (Virginia Polytechnic Institute and State University), M.A., B.A. (University of Northern Colorado), Professor, R.A. and Vivian Young Chair in Marketing, 1989, 2004.

Rapert, Molly, Ph.D. (University of Memphis), M.B.A., B.S.B.A. (University of Arkansas), Associate Professor, 1991, 1998.

Sharma, Ashish, Ph.D. (University of Georgia), M.Fin. (University of Glasgow), M.B.A., B.S.B.A. (Indraprastha University), Assistant Professor, 2020.

Smith, Leah, Ph.D. (University of Tennessee), M.B.A. (Wake Forest University), B.A. (Indiana University), Assistant Professor, 2020.

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.

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.