Program Description

The BA program in business with a concentration in retail management provides a business curriculum focused on the knowledge and skills needed for leadership roles in the retail industry. The program provides the full business core plus 18 credit hours of retail-specific coursework. The degree program has been developed in collaboration with faculty and industry professionals to provide a curriculum responsive to industry needs.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** online
- **Additional Program Fee:** No
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2018 - 2019 Major Map (Online)
Major Map (Archives)

Admission Requirements

**General University Admission Requirements:**

All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission
Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: Students must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements.

Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be prompted in My ASU to select a new major.

Change of Major Requirements

Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors.

Students ready to change their major should submit their request through W. P. Carey's Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.
Transfer Agreements

ASU has partnered with colleges and universities in Arizona, California, Illinois and Washington to provide transfer curriculum pathways. Students should select their current institution to see if there is a partnership agreement between the institution and ASU for this degree program. Students who do not see their state or institution listed should check back as ASU is always working on creating new partnerships.

Transfer from a Maricopa Community College in Arizona

Select a college
- Chandler-Gilbert Community College
- Estrella Mountain Community College
- GateWay Community College
- Glendale Community College
- Mesa Community College
- Paradise Valley Community College
- Phoenix College
- Rio Salado College
- Scottsdale Community College
- South Mountain Community College

Transfer from an Arizona Community College

Select a college
- Arizona Western College
- Central Arizona College
- Cochise College
- Coconino Community College
- Dine College
- Eastern Arizona College
- Gila Community College
- Mohave Community College
- Northland Pioneer College
- Pima Community College
- Tohono O'odham Community College
- Yavapai College

Transfer from another state

Select a state
- California
- Illinois
- Washington
- Another state

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century
Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

The W.P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in retail management: http://links.asu.edu/SAO.retail-management.

Career Opportunities

The bachelor's degree program in business with a concentration in retail management prepares students to work in the retail industry. Drawing on coursework from four areas in the concentration that provide them with the broad preparation and leadership skills required today, graduates will be ready to assume positions of responsibility in the retail industry. Below are several anticipated career opportunities for students completing this program.

- administrative services manager
- business manager
- food service manager
- general and operations management
- management analyst
- operations specialist
- purchasing or buying manager
- sales manager
- training and development manager
- wholesale and manufacturing representative

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Sales Representative</td>
<td></td>
<td>$49,680</td>
</tr>
<tr>
<td>Business Analyst</td>
<td>14.3%</td>
<td>$82,450</td>
</tr>
<tr>
<td>Compliance Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Customer Service Manager</td>
<td>3.4%</td>
<td>$55,060</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
</tbody>
</table>
Merchandiser

Purchasing Manager 5.5% $115,760
Sales Manager 7.5% $121,060
Store Manager 3.8% $38,550
Store Security Manager 8.0% $105,610

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook ⚚ Green Occupation

Contact Information

Department of Marketing | BA 160
wpcareyug@asu.edu | 480-965-4227