

RETAILING

MULTIDISCIPLINARY CONCENTRATION GUIDE

Retailing is a multidisciplinary concentration which means it must be paired with any functional concentration of your choosing.

A multidisciplinary concentration provides a breadth of exposure regarding a particular industrial sector or an area of business, through a cross-section of related courses from within Questrom and across the University. Students interested in Retailing may be interested in careers in traditional or e-commerce businesses. However, this can encompass a wide range of areas within the sector from marketing or finance to product development and management. Being a multidisciplinary concentrator allows you to pair your industry interest and knowledge with combined skills to compete in a specific area within the larger retail sector. A multidisciplinary concentration in Retailing can lead to a variety of career paths. As such, students are encouraged to select a Functional Concentration that pairs with their area of additional interest. The choices with the more common pairings are Business Analytics Marketing, Finance, Management & Organizations, and Strategy.

For more information on required courses and to contact a Concentration Faculty Advisor, please visit [here](#).

BUYERS & PLANNERS

Buyers and planners are responsible for choosing products and negotiating the pricing for these products. They are also responsible for allocating merchandise to particular stores and for choosing the retail selling price for this product. In these roles, there are many interactions with manufacturers and sellers and visits to these companies as well as the retailers' stores are often required.

Careers Include: Allocation specialist, Assistant and Associate Buyers, Senior Buyers and Planners

RETAIL DATA ANALYTICS

Analytics are crucial in today's retail world. To know what product is selling at individual stores through understanding online conversion and retention rates, analytics have become a backbone of the industry. People in this field will understand the basics of retailing as well as having an understanding of analytics and market research.

Careers Include: Customer Retention Specialist, Retail Analyst, Customer Acquisition Specialist

VISUAL MERCHANDISING

Visual merchandising can be thought of as what a product looks like at retail. This can be at a retail location where a visual merchandiser considers everything from wall art to hanger styles to where a product will be located within a store. There are also tremendous decisions online for visual merchandising including the picture of a product, product description and the location of the product within the retailing mix of products.

Careers Include: Visual Merchandise, Layout Design, Web Design

RETAIL MANAGER

Retail management can occur at the corporate level as well as the store level. From store manager to chief marketing officer, many roles are available at entry level as well as upper level positions. Because retailers are businesses they rely on marketing management roles throughout the corporation.

Careers Include: Store Manager, Regional Manager, Marketing Manager

CLASSES TO CAREER GRID

Interested in seeing how different career paths connect back to the classes you take? Take a look at the grid below to help you strategize which classes will help you build the skills and knowledge you need to meet your career goals.

CLASS	BUYING & PLANNING	RETAIL DATA ANALYTICS	VISUAL MERCHANDISING	RETAIL MANAGEMENT
MK 465 Omni Channel Retailing	×	×	×	×
OM 441 Operations Analysis	×	×	×	×
OM 447 Service Operations Management	×	×	×	×
CS 105 Intro to Databases and Data Mining	×	×		
GE 365 Geographical Information Systems	×	×		
MK 470 Pricing	×	×	×	×
QM 450 Business Analytics	×	×		×
MK 442 Digital Marketing Analytics	×	×		×
BA 476 Machine Learning for Business Analytics	×	×		
IS 454 Building Web Applications for Business		×		×
IS 465 Managing Data Resources	×	×		×
IS 472 Electronic Commerce	×	×		×
IS 474 Information Products, Property, and Privacy		×		
MK 472 Measuring Impact of Causal Methods	×	×		
CS 103 Intro to Internet Tech and Web Programming	×	×		
ID 116 Africa Today: The Beat of Popular Culture	×			×
AH 201 Understanding Architecture			×	×
AH 220 Islamic Art and Architecture			×	×
AH 548 Southeast Asia: Tradition and Development	×		×	×
AH 111 Introduction to Art History I			×	

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AH 205 History of World Architecture	×	×	×	×
AH 210 Learning to See			×	
CAS HI 226 Cities and Cultures	×		×	×
EC 368 Contemporary East Asian Economics	×			×
EN 326 Arts of Gender	×		×	×
HI 300 American Popular Culture	×			×
HI 343 Taste, Culture, and Power: The Global History of Food	×			×
HI 282 The Modern American Consumer	×		×	×
LF 311 French Popular Culture	×		×	×
LI 313 Italian Media and Popular Culture	×			×
LR 311 Russian Youth Culture	×			×
SO 100 Principles in Sociology	×		×	×
SO 253 Sociology of Popular Culture	×			×
SO 437 Sociology of Culture	×			×
SO 448 Culture Markets and Inequality	×			×
WS 340 Women, Race and Gender in Mass Media	×		×	×
AR 295 Visual Arts: Painting			×	×
AR 581 Web Design	×	×	×	×
TH 355 History of Period Styles			×	
SI 451 Organizing for Design and Innovation			×	×
HF 322 Hospitality Design			×	

INTERNSHIP AND JOB SEARCH RESOURCES

- [Vault](#)
- [Pardee Library](#)
- [Work in Retail](#)
- [All Retail Jobs](#)
- [National Retail Federation](#)
- [Retail Crossing](#)
- [Retail Gigs](#)
- [Indeed](#)
- [Simply Hired](#)
- [Internships](#)
- [Glassdoor](#)

POPULAR EMPLOYERS

Kohl's

Talbots

LL Bean, Inc.

TJX

Macy's

Uniqlo USA

Nordstrom

Wayfair

PPG

Staples

NEXT STEPS

QUESTROM/BU CLUBS

Joining clubs is a great way to gain experience and build your professional network.

Below are specific clubs within Questrom for those interested in Retailing. For a complete list of business specific Questrom Clubs, please visit [here](#) and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit [here](#).

- [BU Fashion and Retail Association](#)
- [BU Marketing Club](#)

PROFESSIONAL ASSOCIATIONS

Professional Associations exist on the regional and national level. They host national conferences discussing relevant topics, networking events and training and professional development opportunities. If you are interested in careers in Retailing here are some professional associations, you may want to consider joining:

- [National Retail Federation](#)
- [Retail Industry Leaders Association](#)
- [National Association of Retail Buyers & Sellers](#)

LINKEDIN GROUPS

LinkedIn is a crucial part of anyone's job search and networking strategy, and one of the most underutilized pieces are groups. On LinkedIn groups you can develop more targeted networks on various criteria including location, industry, function and more!

Below is a list of sample LinkedIn groups Real Estate Retailing cross-concentrators may want to consider, for more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com:

- Retail Industry Professionals
- Retail Industry Professionals Worldwide
- Consumer Goods & Retail Professionals
- Retail Jobs Worldwide
- Retail USA