

Retail and Consumer Services Minor

Program Description

The Retail and Consumer Services Minor studies the best methods to get products into consumers' hands. This minor will introduce you to retailing as it involves selling goods and services to the final consumer. In addition, you will be able to define critical activities, procedures and decisions related to the function of a successful retail unit. You will also examine the practices of retail distribution and merchandising related to retail management. Jobs in this field include both online and traditional retailing, business-to-business, and service environments.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admission Requirements

This program does not have specific admission requirements and only admission to Kennesaw State University is required. For more information, please visit the Admissions section of the catalog.

Graduation Requirements

Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Required (9 Credit Hours)

- MKTG 3100: Principles of Marketing
- MKTG 4300: Basic Retailing
- MKTG 4350: Retail Management

Electives (6 Credit Hours)

Select two of the following:

- ATT 3100: Fashion Merchandising
- ATT 3800: Fashion Forecasting, Data Analysis & Consumer Trends
- MKTG 3800: Entertainment Marketing

- MKTG 4500: Internet Marketing and Global Business
- MKTG 4520: Social Media Marketing
- MKTG 4620: Services Marketing
- MKTG 4650: Advertising
- MKTG 4880: Hospitality and Tourism Marketing

Program Total (15 Credit Hours)