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## 2024-25 ACADEMIC COURSES

### **BMG 206 : RETAIL PRINCIPLES & PRACTICES**

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In this course, students will learn the conceptual, theoretical and strategic framework of fundamental brick-and-mortar as well as online retail management principles coupled with the practical applications of retailing policies, methods and procedures. Topics covered include managing, marketing, selling, promoting and distributing retail goods and services. Students will learn to apply their understanding of the retailing environment to prepare them for a career in the retail industry. Level I Prerequisite: Academic Reading and Writing Levels of 6

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<b>Description</b>	<b>Hours</b>
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 04/25/2025 Information is subject to change without notice.