

## BA 330: Retailing & Visual Merchandising

An analytical introduction to the process of modern retailing in the marketplace. The focus is on shopper marketing, store design, visual merchandising, online retailing & omni-channel retailing, and the management of retail stores and service establishments.

**Hours:** 3

**Prerequisites:**

BA 232 or permission of instructor.

**Program:** Business

**Semester Offered:**

Fall