Retail Entrepreneurship Map
2023-2024

Possible concentrations include: Retail Merchandising, Product Development,
Digital Retail Technology

Fall 1
Intro to Merchandising – CTE3806
Retail Math – CTE4822
Intro to Textiles – CTE1401
Consumers in the Marketplace – CTE3808
Market Solutions to Social Problems – ENT3513
Internship Prep – ENT1940

Spring 1
Entrepreneur’s Guide to Accounting - ENT3451
Computer Applications – CTE3055
Choose 2: CTE3835, CTE4826, CTE4443
Internship Prep II - ENT1942

Summer 1
Internship – ENT4943

Fall 2
Go to Market Strategies – ENT4122
JM Elective
Choose 2: CTE4812, CTE3416, CTE4829
Product Development Process – CTE3431

Spring 2
Personal Finance – ECO3041
Choose 2: CTE4605, ENT4811, CTE4470, CTE4868
Business Plan Design – ENT4114

Merchandising
CTE3835 - Visual Merchandising
CTE4826 - Retail Buying
CTE4812 - Retail Branding
CTE4605 - Supply Chain

Product Development
CTE4443 - Quality Assurance
CTE4829 - Global Sourcing
CTE4470 - Sustainability
CTE4868 - PD Capstone

Digital Technology
CTE3416 - Retail Technologies
ENT4811 - E-commerce
New Course
New Course