Retail is a cross functional concentration which means it must be paired with any functional concentration of your choosing. A cross-functional 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 cross-functional concentrator allows you to pair your industry interest and knowledge with combined skills to compete in a specific area within the larger retail sector.

More information on required courses for a Retailing cross-functional concentration is located HERE

**POPULAR CAREER PATHS**

Many graduates choose typical career paths associated with this major. However, some graduates choose unrelated careers that utilize skills and experiences developed during their time in college. Some fields may require further training or study. Below are a small sample of career paths, but is not a comprehensive list of all the options.

- Buying
- Planning/Allocation
- Product Development
- Marketing
- Retail Management
- Store Management
- Sales
- Leadership Development and Rotational Programs
  - Brand Senses Rotational Program
  - Buying/ Merchandising Program
  - Store Management Development Program
  - Product Design & Development Program

*Rotational and Leadership Development programs are usually 2-3 year training programs that can be valuable for undergraduates to launch their career. More information about the types of programs and the industries they are available in can be found on the Feld Center’s site HERE*

**POPULAR EMPLOYERS**

You can use your degree in a number of different industries, below is a list of sample employers that recruit at Questrom and are looking for students who are cross-concentrating in Retailing:

Kohl’s
LL Bean, Inc
Macy’s
Nordstrom
PPG
Talbots
TJX
Uniqlo USA
Wayfair
Staples
INTERNSHIPS AND EMPLOYMENT EXPERIENCES

The best place to connect to and find Questrom and BU wide internships and job postings is through Handshake. Please visit the site, and if you need assistance with your search strategy, please make an appointment with a Career Advisor on Handshake or by calling the UDC at 617-353-2650!

RESOURCES

Wetfeet Guides

Vault

Pardee Library

Niche Job Boards:
- www.workinretail.com
- www.allretailjobs.com
- jobs.nrf.com
- www.retailcrossing.com
- www.retailgigs.com

NEXT STEPS

Questrom/BU Clubs: Joining clubs is a great way to gain experience and build your professional network. Below are specific club(s) 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, please visit here

- BU Fashion and Retail Association
- BU Marketing Club

Faculty Concentration Liaison: Deborah Utter

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 (https://nrf.com/)
- Retail Industry Leaders Association (https://www.rila.org/)
- National Association of Retail Buyers & Sellers (http://www.narbuyers.org/)

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 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