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.

**BUYERS AND PLANNERS**

Responsible for finding, choosing, and negotiating pricing for products. People in these positions make decisions about what kinds of products should go into stores and in what quantities. Buyers make choices about which items to buy from wholesalers; planners work with logistics departments to get products to the right place at the right time. Entry-level positions are available in corporate offices, or you may start out in the retail store, and then move into a buyer or planner path.

**VISUAL MERCHANDISING**

Visual merchandisers manage the appearance of a store and make it look great for consumers. People in visual merchandising roles carefully define the customer journey by determining where to put fixtures in a store, deciding how products are presented and showing the customer what to buy. Visual merchandisers may work in the field or in the corporate office. Leaders in visual merchandising tend to be visionaries for the brand.

**RETAIL DATA ANALYTICS**

In this industry, analytics are crucial to decision making processes. By pulling together data streams from sales, operations, inventory, revenue, and other sources, analysts are helping retailers fine-tune their operations to reduce costs, increase customer satisfaction, and generate more profits. In the world of ecommerce, analysts are providing insights into the customer’s data that includes buying and product browsing behavior.

**RETAIL MANAGEMENT**

Retail field managers oversee stores and their performance. If you start out at the store level and are a successful employee, you can work your way up the retail ladder to store manager. From there, you may become an area manager, leading two or three stores, and then a district manager, overseeing area managers. Regional managers would cover about 50 stores, and the next step would be head of stores.
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 into 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](#).**

INTERNSHIP AND JOB SEARCH RESOURCES

- Vault
- Pardee Library
- Work in Retail
- All Retail Jobs
- National Retail Federation
- Retail Crossing
- Retail Gigs
- Indeed
- Simply Hired
- Internships
- Glassdoor
**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 that offer organizations across larger interest areas ranging from health to nonprofits, 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
- Retail Industry Leaders Association
- National Association of Retail Buyers & Sellers

**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 Real Estate 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](http://bu.joinhandshake.com):

- Retail Industry Professionals
- Retail Industry Professionals Worldwide
- Consumer Goods & Retail Professionals
- Retail Jobs Worldwide
- Retail USA

**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