

BACHELOR OF SCIENCE

RETAIL MANAGEMENT

From Supply Chain to Consumer Experience

BECOME A BUSINESS LEADER SPECIALIZED IN STEERING THE WORLD'S GOODS TO CONSUMERS.

Equipped with both core business skills and specialized knowledge, you will become an expert in every link in the value chain that makes a retail outlet successful. Whether managing global supply chains that connect factories to megastores or analyzing consumer behaviors that shape online sales, you will learn to lead the teams and master the technologies needed to succeed in the largest sector of the consumer economy.



DEVELOP EXPERTISE IN

STORE DESIGN AND MANAGEMENT.

You learn to design and execute every aspect of customers' in-store experience. Part of this is mapping the effective relationships among store layout, customer service, and the visual presentation of merchandise.

ONLINE SALES AND MARKETING.

You learn to use essential tools and models to think strategically about online consumer behaviors. These behaviors are transforming marketing, merchandising, and manufacturing.

PRODUCT MANAGEMENT. You learn how to gather and analyze data about customers, products, price points, and market trends. From there, you will be able to partner with local and global suppliers to satisfy your customers with the right product at the best price.

OPERATIONS AND LOGISTICS.

You learn to operate the business operations and logistics that support all aspects of a retail operation. You'll know how to use your company's physical and financial assets to maximize efficiency and profitability.

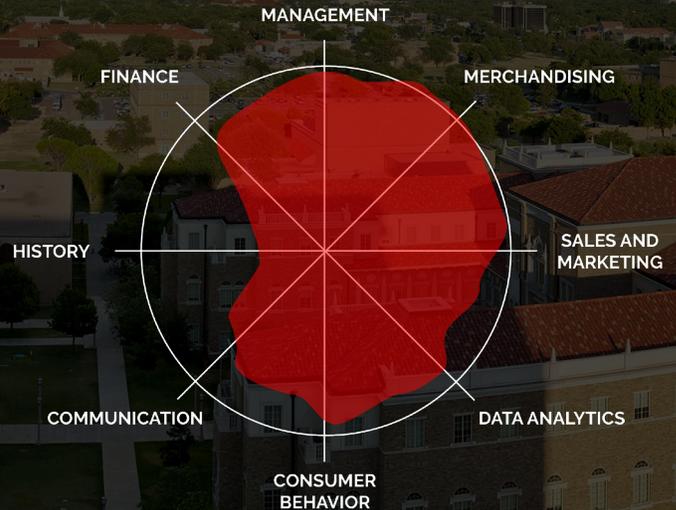


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**STUDENT TO
PROFESSOR
RATIO**

BE PART OF SOMETHING BIGGER.

Informed by research and industry partnerships, Texas Tech University's Department of Hospitality and Retail Management immerses you in the disciplines, knowledge networks, and technologies you will need to launch your career. As a student of Texas Tech University, you have access to world-class research faculty and professional networks. In the state-of-the-art classrooms and teaching laboratories at Avenida Escazú, you will be mentored by highly qualified faculty who have a special commitment to helping you, as an individual, to master the knowledge you need to be globally competitive and to succeed.



HANDS-ON LEARNING TO LAUNCH YOUR GLOBAL CAREER

The Texas Tech-Costa Rica experience propels you to success through research-based teaching and hands-on learning. The practical curriculum will prepare you to excel by thinking creatively, building great teams, and communicating effectively—around the conference table and around the world.

Business core

A set of core requirements equips you with essential skills necessary to manage all aspects of any business operation. You become a well-prepared business professional through coursework in:

- Entrepreneurship
- Marketing
- Leadership
- Finance and Law
- Accounting
- Logistics and Operations

Professional internship

You will build your résumé and expand your network through career-building internships. Placed in leading companies, you develop the creativity and accountability necessary to add value to your employer's enterprise.

Software training and certifications

Several classes embed training and certifications in industry-standard software tools. With technical know-how in market analytics, product management, and financial reporting, you can hit the ground running in any job.

