

GEOG 4220 – Applied Retail Geography *opens up a wide range of career opportunities through knowledge of geography and its connection to retail business.* This class explores gives a sound foundation for understanding the evolving operations of store and service activity, with a focus on a geographic perspective. The course exposes you to specific skills of great value in the broad areas of field research and GIS technology. The learning experiences offered here provide an understanding of the fundamentals needed by retail and service businesses, constructing a foundation for a wide range of possibilities for substantial contributions in business geoanalytics.