

Retail Management

Certificate of Proficiency

The Retail Management Certificate is designed to qualify graduates to compete for entry-level management positions in the retail industry.

Graduates can secure employment in positions with job titles such as assistant store manager and manager trainee in a variety of retail operations, from supermarkets to specialty chains, franchises and major department stores.

The retail industry has many opportunities for qualified managers who possess knowledge in retailing, merchandising, advertising, sales, marketing and total quality management.

Successful graduates of the program will be able to:

- demonstrate knowledge of the terminology and procedures of the retailing field;
- exhibit knowledge of the techniques to develop an effective advertising campaign;
- effectively merchandize a product;
- read and interpret business reports on job-related problems;
- determine customer needs and successfully satisfy and exceed customer expectations.

Most of the credits earned in this certificate can be applied toward the Management A.A.S. degree.

Curriculum

Code	Course (lecture/lab hours)	Credits
BUS 103	Business Mathematics (3/0)	3
BUS 202	Customer Orientation (3/0)	3
ENG 101	English Composition I (3/0)	3
IST 101	Computer Concepts with Applications (2/2)	3
MKT 101	Principles of Marketing (3/0)	3
MKT 103	Personal Salesmanship (3/0)	3
MKT 105	Retail Merchandising (3/0)	3
MKT 220	Principles of Advertising (3/0)	3
MKT 230	Retail Management (3/0)	3
MKT 240	Consumer Behavior (3/0)	3
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