



WISCONSIN
INDIANHEAD
TECHNICAL
COLLEGE

Retail Management Curriculum Map

Program offered at New Richmond, Rice Lake, and Superior
Check out this program at <http://www.witc.edu/programs/progcerts.htm>



School Year 2006-2007

Retail Management

(Two-Year)
Associate Degree (10-104-7)



Job Titles

Assistant Store Manager
Manager Trainee
Department Manager
Merchandiser
Assistant Buyer

Baldwin-Woodville High School

First Semester		Second Semester	
10103129 10104102 10104104 10105125 10103124A 10804125 10801196	Introduction to MS Office Marketing Principles Selling Principles Business Law MS Excel A Business Math Oral/Interpersonal Communication	10104125 10104190 10101115 10106127 10801195 10809195 or 10809144	Multi-Media Marketing Retail Principles Accounting Principles Desktop Publishing Written Communication Economics or Principles of Macroeconomics
Third Semester		Fourth Semester	
10103115 10104126 10104192 10104198 10196108 10801197 10809199	Introduction to Internet Sales Promotion/Imaging Merchandise Management Managing Human Resources Customer Service Technical Reporting Psychology of Human Relations	10104193 10104199 10104180 10809196	Retail Operations Management Current Topics in Retail Marketing Field Study Introduction to Sociology
Helpful High School Courses		Electives	
Business Math English/Speech Economics Accounting Marketing Keyboarding		10105100 10105176	Introduction to Business Work-Based Learning

Courses reflected in **red** are approved for advanced standing with WITC.

Note: Course sequence may vary by campus.