



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>

**Red  
Raiders**

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

### Bruce High School

First Semester		Second Semester	
<b>10103129</b> <i>10104102</i> 10104104 10105125 <b>10103124A</b> 10804125 10801196	<b>Introduction to MS Office</b> <i>Marketing Principles</i> Selling Principles Business Law <b>MS Excel A</b> Business Math Oral/Interpersonal Communication	10104125 10104190 <b>10101115</b> 10106127 10801195 10809195 <b>or</b> 10809144	Multi-Media Marketing Retail Principles <b>Accounting Principles</b> Desktop Publishing Written Communication Economics <b>or</b> Principles of Macroeconomics
Third Semester		Fourth Semester	
<b>10103115</b> 10104126 10104192 10104198 <i>10196108</i> 10801197 10809199	<b>Introduction to Internet</b> Sales Promotion/Imaging Merchandise Management Managing Human Resources <i>Customer Service</i> 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.

Courses reflected in **blue** are approved for advanced standing through agreement with Courtesy Corporation.

Note: Course sequence may vary by campus.