Retail Management

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

Job Titles
Assistant Store Manager
Manager Trainee
Department Manager
Merchandiser
Assistant Buyer

Hayward High School

First Semester | Second Semester
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10103129 | Introduction to MS Office | 10104125 | Multi-Media Marketing
10104102 | Marketing Principles | 10104190 | Retail Principles
10104104 | Selling Principles | 10101115 | Accounting Principles
10105125 | Business Law | 10106127 | Desktop Publishing
10103124A | MS Excel A | 10801195 | Written Communication
10804125 | Business Math | 10809195 | Economics
10801196 | Oral/Interpersonal Communication | or | Principles of Macroeconomics

Third Semester | Fourth Semester
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10103115 | Introduction to Internet | 10104193 | Retail Operations Management
10104126 | Sales Promotion/Imaging | 10104199 | Current Topics in Retail
10104192 | Merchandise Management | 10104180 | Marketing Field Study
10104198 | Managing Human Resources | 10809196 | Introduction to Sociology
10196108 | Customer Service | | |
10801197 | Technical Reporting | | |
10809199 | Psychology of Human Relations | | |

Helpful High School Courses

- Business Math
- English/Speech
- Economics
- Accounting
- Marketing
- Keyboarding

Electives

- 10105100 | Introduction to Business
- 10105176 | Work-Based Learning

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

Note: Course sequence may vary by campus.