



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

Mellen High School			
First Semester		Second Semester	
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	or
		10809144	Principles of Macroeconomics
Third Semester		Fourth Semester	
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		Electives	
	Business Math	10105100	Introduction to Business
	English/Speech	10105176	Work-Based Learning
	Economics		
	Accounting		
	Marketing		
	Keyboarding		

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

Note: Course sequence may vary by campus.