



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

### Washburn High School

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