



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

### Ashland High School

First Semester		Second Semester	
10103129 <b>10104102</b> 10104104 10105125 10103124A 10804125 10801196	Introduction to MS Office <b>Marketing Principles</b> Selling Principles Business Law MS Excel A 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	
10103115 10104126 10104192 10104198 10196108 10801197 <b>10809199</b>	Introduction to Internet Sales Promotion/Imaging Merchandise Management Managing Human Resources Customer Service Technical Reporting <b>Psychology of Human Relations</b>	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.