## Marketing, Sales and Service: Buying and Merchandising: Retail Management

### Career Pathway Plan of Study for Learners, Parents, Counselors, Teachers/Faculty

This Career Pathway Plan of Study (based on the Management and Entrepreneurship Pathway of the Marketing, Sales and Service Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner’s educational and career goals. *This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

### EDUCATION LEVELS

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<tr>
<th>GRADE</th>
<th>English/ Language Arts</th>
<th>Math</th>
<th>Science</th>
<th>Social Studies/ Sciences</th>
<th>Other Required Courses Other Electives</th>
<th>*Career and Technical Courses and/or Degree Major Courses for Management and Entrepreneurship Pathway: Retail Management</th>
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<td>Small Business Owner</td>
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</table>

### SAMPLE Occupations Relating to This Pathway

- Administrative Support Representative
- Chief Executive Officer
- Customer Service Representative
- Entrepreneur
- Franchisee
- Independent Distributor
- Owner
- Partner
- President
- Principal
- Proprietor
- Small Business Owner
- President
- Principal
- Proprietor
- Small Business Owner

### Second Year

**Written Communication; Speech**

**Math with Business Applications**

**Economics**

**MS Excel A:**

*Elective: 3 credits*

**Accounting Principles; Introduction to MS Office; Marketing Principles; Selling Principles; Multi-Media Marketing; Retail Principles; Business Law; Desktop Publishing**

### Third Year

**Introduction to Sociology; Introduction to Psychology**

*Elective: 3 credits*

**Introduction to Internet; Sales Promotion/Imaging; Marketing Field Study; Merchandise Management; Retail Operations Management; Managing Human Resources; Current Topics in Retail; Customer Service**

### WITC RETAIL MANAGEMENT

WITC has articulation agreements with the following institutions for students who graduate from WITC with an Associate’s Degree in Retail Management. Students should check with the institution they wish to transfer to for specific courses and credits that transfer.

**PRIVATE:** Bellevue University, Bellevue, Nebraska or Online Program – Capella University, Online Programs – Cardinal Stritch, Milwaukee, WI – Franklin University, Online Programs – Lakeland College, Sheboygan, WI – Milwaukee School of Engineering Rader School of Business - Upper Iowa University, Fayette, IA or Online Programs

**UW:** UW-Stout

Credits may transfer to other institutions. Check with admissions advisors at institutions for specific course and/or credit transfers.

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*This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.*

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**Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.**

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**Written Communication; Speech**

**Math with Business Applications**

**Economics**

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**Introduction to Sociology; Introduction to Psychology**

*Elective: 3 credits*

**Introduction to Internet; Sales Promotion/Imaging; Marketing Field Study; Merchandise Management; Retail Operations Management; Managing Human Resources; Current Topics in Retail; Customer Service**

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