Retail Management Specialist
17-104-1 Technical Certificate

Overview
The Retail Management Specialist certificate is designed to prepare you for a career in support of retail operations, selling, promotion, and human resource management activities.

Student Profile
As a Retail Management Specialist certificate student, you should be able to:

- Work with people and ideas in a team setting
- Maintain a positive, outgoing attitude
- Possess good human relations skills
- Use sound judgement

Preparation of Admission
The following experiences will help you prepare for this certificate:

- Accounting
- Mathematics
- Basic computer skills
- Prior work experience

Outcomes
Employers will expect you, after completing this certificate, to be able to:

- Generate marketing information for effective decision making.
- Apply continuous improvement strategies to solve marketing problems.
- Apply technology to retailing and retail information systems.
- Develop long-term strategic retail operations plans.
- Create a personal professional development plan.
- Formulate selling strategies.
- Design a promotional plan.
- Select and order merchandise through manufacturers.

Career Outlook
After completing this certificate, you will be ready for your career as a:

- Retail Human Resource Assistant
- Promotion Assistant
- Retail Management Assistant
- Sales Trainee

Curriculum

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Certificate Requirements: 18 Credits

- This course requires a prerequisite and/or corequisite, and must be completed with a grade of “C-” or better.

Course Descriptions

10101115 Accounting Principles - Credits: 3
Basic accounting course for non-accounting majors. General accounting procedures through double entry system. Basic applications.

10104102 Marketing Principles - Credits: 3
This course focuses on the marketing process as it relates to the operation of a business enterprise. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization. Special attention is given to the role and significance of evaluating customer needs, pricing, distribution, and promotion of products and services.

10104104 Selling Principles - Credits: 3
An introductory course designed to acquaint the student with the principles of selling and applications to the marketing of goods and services. Special emphasis is given to developing the selling process. Included are customer relations, sales psychology, steps to successful presentation, closing techniques, and sales motivation.

10104190 Retail Principles - Credits: 3
This introductory course studies the establishment and operation of the modern retail enterprise. Major topics considered include retail terminology, retail formats, segmentation and target markets, trading area analysis, store location, operations management, pricing, profitability, store image, and the future of retailing.

10104193 Retail Operations Management - Credits: 3
Retail Operations Management explores the daily business practices of a retail establishment. This course examines the entire range of decisions made by retailers including the development of a retail strategy, location of stores, organization of the retail firm, buying and displaying merchandise, and managing employees in a store. Students undertake real world projects relating to the strategic, tactical, and operational aspects of a retail enterprise. PREREQUISITE: 10104190 Retail Principles.

10104198 Managing Human Resources - Credits: 3
Introduces the functions of Human Resource Management in the legal and social context of today’s dynamic business environment. Topics include human resource development, employee selection, performance, appraisal, compensation, training, labor relations, affirmative action, and career management.