Program Overview

The Retail Management program will prepare you for an entry-level management position in a wide range of retail marketing firms including mass merchandise stores, department stores, and independent and chain specialty stores. As a student in this program, you will learn to apply marketing and retail management principles in the areas of sales, promotion, merchandising, and personnel management.

Student Profile

The following traits are essential if you plan to enter this “people-oriented” field:

- Good verbal and written communication skills
- A positive, outgoing attitude
- Good human relations skills
- Good grooming
- Sound judgment
- The ability to accept responsibility for financial decisions

Preparation for Admission

The following experiences will help you prepare for this program:

- Business Math
- English/Speech
- Economics
- Accounting
- Marketing
- Keyboarding

Key to your success in this program is a strong interest in the world of business and changing trends.

Program Outcomes

Employers will expect you, as a Retail Management graduate, to be able to:

- Determine quantity, quality, and markup of merchandise to be purchased based on demand.
- Select and order merchandise through sales representatives or from manufacturers.
- Negotiate price, transportation, and payment terms with vendors.
- Determine markup according to consumer demand.
- Conduct meetings with sales staff.
- Recommend a pricing plan.
- Evaluate alternative distribution strategies.
- Develop a product and service mix.
- Generate marketing information for effective decision making.
- Apply leadership skills for continuous improvement.
- Assess emerging global trade activities that impact business and marketing.
- Create a personal professional development plan.
- Manage marketing resources to contribute to the financial profitability of the organization.
- Develop long-term strategic marketing plans.
- Formulate selling strategies.
- Design a promotional plan.
- Contribute to the profitability of the retail enterprise through efficient operating procedures.

Career Outlook

Retail Management graduates are ready for a challenging, changing, and rewarding career. Positions available to you after graduation include:

- Assistant Store Manager
- Manager Trainee
- Department Manager
- Merchandiser
- Assistant Buyer

Curriculum

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Technical Studies Courses</td>
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</tr>
<tr>
<td>10101115</td>
<td>Accounting Principles</td>
<td>3</td>
</tr>
<tr>
<td>10103115</td>
<td>Introduction to Internet</td>
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<td>10103244A MS Excel A</td>
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<td>Introduction to MS Office</td>
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<td>10104102</td>
<td>Marketing Principles</td>
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<td>10104104</td>
<td>Selling Principles</td>
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<tr>
<td>10104125</td>
<td>Multi-Media Marketing</td>
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</tr>
<tr>
<td>10104126</td>
<td>Sales Promotion/Imaging ▲</td>
<td>3</td>
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<td>10104180</td>
<td>Marketing Field Study ▲</td>
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<tr>
<td>10104190</td>
<td>Retail Principles</td>
<td>3</td>
</tr>
<tr>
<td>10104192</td>
<td>Merchandise Management ▲</td>
<td>3</td>
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<td>10104193</td>
<td>Retail Operations Management ▲</td>
<td>3</td>
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<tr>
<td>10104198</td>
<td>Managing Human Resources</td>
<td>3</td>
</tr>
<tr>
<td>10104199</td>
<td>Current Topics in Retail ▲</td>
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<tr>
<td>10105125</td>
<td>Business Law</td>
<td>3</td>
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<tr>
<td>10106127</td>
<td>Desktop Publishing</td>
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<td>10196108</td>
<td>Customer Service</td>
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General Studies Courses

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<td>Written Communication *</td>
<td>3</td>
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<tr>
<td>10801197</td>
<td>Technical Reporting ▲</td>
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</tr>
<tr>
<td>10801198</td>
<td>Speech</td>
<td>3</td>
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<tr>
<td>10804123</td>
<td>Math with Business Applications</td>
<td>3</td>
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<tr>
<td>10809144</td>
<td>Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>10809196</td>
<td>Introduction to Sociology</td>
<td>3</td>
</tr>
<tr>
<td>10809198</td>
<td>Introduction to Psychology</td>
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</tbody>
</table>

ELECTIVES    6

PROGRAM REQUIREMENTS    68

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

Appropriate placement score or Introduction to College Writing course required.
Course Descriptions

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

10103115 Introduction to Internet - Credits: 1
Learners will gain knowledge about browser software and the World Wide Web. They will learn to connect to them as well as learn how to find information and download it. Learners will also learn to communicate with others through e-mail and newsgroups.

10103124A MS Excel A - Credits: 1
Students will learn to use MS Excel. Credit A activities will include creating, editing, saving, formatting, printing, performing calculations, and enhancing worksheets through charts.

10103129 Introduction to MS Office - Credits: 1
Learners will create, edit, view, and print basic documents using word processing, spreadsheets, database, and presentation software.

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.

10104125 Multi-Media Marketing - Credits: 3
Multi-Media Marketing provides an overview of advertising and public relations efforts in today's business environment. The course will explore what is done in advertising and the reasons why public relations activities and their effectiveness will be discussed using real-world examples. Additional topics of study include the social and economic aspects of promotion.

10104126 Sales Promotion/Imaging - Credits: 3
This course will allow the student to analyze what specific occupational field(s) are best suited for. Included will be an in-depth self-analysis, simulated job application and interviews, a career research report, and several simulated occupational experiences. PREREQUISITE: Minimum of 12 credits of 104-level courses or equivalent business experience.

10104180 Marketing Field Study - Credits: 2
This course will examine the merchandise management strategies within a retail organization. The following areas will be discussed: Six-month plans, sales, stock, open-to-buy, vendor management, pricing, profitability, store image, and the future of retailing.

10104190 Retail Principles - Credits: 3
This introductory course studies the establishment and operation of a retail business. 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.

10104192 Merchandise Management - Credits: 3
This course covers the merchandise management strategies within a retail organization. The following areas will be discussed: Six-month plans, sales, stock, open-to-buy, vendor relations and negotiations, pricing, markdowns, profitability, assortment and merchandise planning, and analyzing retail computer reports. PREREQUISITE: 10804123 Math with Business Applications or 10804125 Business Math or 10804125A Business Math A and 10804125B Business Math B and 10804125C Business Math C.

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.

10104199 Current Topics in Retail - Credits: 3
Current Topics is an in-depth examination of topics useful to future managers in a retailing environment. PREREQUISITE: Minimum of 12 credits of 104-level courses or equivalent business experience.

10105125 Business Law - Credits: 3
Business Law provides the student with a working knowledge of the legal system, business ethics, and essentials of contracts. Students gain knowledge in logical and analytical thinking, and are encouraged to challenge legal issues and defend their point of view.

10106127 Desktop Publishing - Credits: 2
Preparation of professional-looking documents using desktop publishing software or word processing software with desktop publishing capabilities.

10196108 Customer Service - Credits: 1
This course examines customer service as it relates to organizational quality. It addresses service models for internal and external customers, systems and strategies applied to customer service, and tools and techniques for gathering customer feedback and handling complaints.

Graduate Employment Information
(WITC Graduate Survey Responses 2005-2006)

<table>
<thead>
<tr>
<th>Number of graduates</th>
<th>Number employed</th>
<th>% employed in WITC district</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of responses</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Percent employed</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Number available for employment</td>
<td>0</td>
<td>Average yearly salary</td>
</tr>
</tbody>
</table>

Range of yearly salary $31,200