

CERTIFICATE OF ACHIEVEMENT

Retail Management

RET.CT

CODE	COURSE	CREDITS
First Year/First Semester		
ENG-101	English Composition I	3
CIS-101	Personal Computer Applications	3
MKT-101	Principles of Marketing	3
MGT-102	Introduction to Management	3
.....	Free Elective	3
		15
First Year/ Second Semester		
ACC-104	Financial Accounting	3
MGT-212	Human Resource Management	3
MGT-216	Human Relations in Business & Industry	3
MKT-102	Retail Management (Capstone)	3
CIS-102	Spreadsheet or	
CIS-103	Database Management or	
CIS-206	Advanced Computer Concepts & Applications	3
		15
	Total Minimum Credits	30

PROGRAM DESCRIPTION

This one-year certification provides students with specialized course work in retailing. This program is designed as a pathway to obtain Associates degree credentials in the discipline of retail management. Upon completion, students can continue to pursue a degree in MGT.AAS, BPM.AAS, MKT.AAS, SMB.AAS, ACC.AAS, ASA.AAS, ABA.AS, ADA.AAS, IFP.AAS, SPM.AS.

Retailing offers careers in such areas as selling, sales management, buying advertising, and display. It is an ever changing field that allows much opportunity for innovation. There are options for a student to run a privately owned business or work for a larger organization. Retail buyers study market research reports and monitor sales transactions to determine which products are in demand. They assess resale value of goods and make purchases.

PROGRAM GOALS

1. To prepare students for career management opportunities and upward mobility in the retail industry. The program is endorsed by the Western Association of Food Chains and Food Marketing Institute and is relevant in any retail sector as its curriculum and learning outcomes mirror those advocated by the National Retail Federation.

PROGRAM STUDENT LEARNING OUTCOMES

1. Demonstrate proficiency and apply the managerial competencies applicable to selection of the optimal methodologies to deal with change-management and conflict resolution in the workplace.
2. Analyze the role of Information Systems in supporting organizational strategy, improving business processes, and supporting data-driven decision making.
3. Employ software tools (e.g. Microsoft Word, Excel, Access, PowerPoint) to produce professional quality business communications (e.g. letters, memos, presentations, and emails) to address a variety of business situations and prepare business reports that integrate data from multiple sources to illustrate and facilitate managerial decision-making.
4. Execute the roles, responsibilities, and accountability of managers in planning, organizing, leading, and controlling within an organization
5. Conduct reviews of Federal and State employment laws applicable to management decisions and integrate statutory provisions as context for evaluating legal and financial implications and human factors in making personnel decisions.
6. Develop and manage customer databases, integrated systems, and buying and sales forecasting systems for use to support retail businesses.

EMPLOYMENT OPPORTUNITIES

- Department Manager
- Retail Salesperson
- Store Manager
- Regional Store Manager
- Display Manager
- Retail Promotion Manager
- Special Events Manager
- Advertising Manager

CONTACT PERSONS

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