



Retail Management

Certificate of Completion (CC)

Planning Guide 2017-2018

EPC 2984

Program Information:

Length of Program: 30 Credits
Completion Award: Certificate of Completion
Enrollment: Fall, Winter, Spring
Approximate Quarterly Costs: \$25-\$85
(in addition to tuition, books and parking)

Website: www.shoreline.edu/busad/genbusad.aspx

Program Advisor:

David Starr
206-546-4725 dstarr@shoreline.edu Rm 1405
Stephen McCloskey
206-546-5871 smccloskey@shoreline.edu Rm 1404
Ailsa Kellam
206-546-4657 akellam@shoreline.edu Rm 1410

Program Description:

Shoreline Community College offers a short-term program in leading to a Certificate of Completion (CC) in Retail Management. Students interested in advanced knowledge and skills are encouraged to enroll in a longer course of study to complete a Certificate of Proficiency (CP) or an Associate in Applied Arts and Sciences (AAAS) degree in Retail Management. Students pursuing a four-year baccalaureate degree in Business should follow the Business Associate in Arts (AA-DTA) direct transfer degree planning guide.

Retail Management—What is it?

Retail management is any business activity involved in the selling of goods or services. Depending on the size of the company, retail managers are responsible for operations that often include merchandise selection, buying, inventory control, personnel and finance management. The Retail Management certificate program is built on a solid foundation of general business courses to include specific knowledge and skills in retail marketing, retail buying advertising and sales. For advanced study, consider additional certificates, an Associate in Applied Arts and Science (AAAS) degrees in Retail Management or transfer to a university.

Program Outcomes:

Students who successfully complete this program - **by achieving a GPA of 2.0 or better for the entire program** - should be able to:

1. Acquire an overview of retail management, including merchandise selection, inventory control, employee supervision and professional sales.
2. Apply basic business skills in advertising, marketing, buying and customer service.
3. Develop positive relations with customers and vendors.

Career Opportunities—What can I do with a Certificate in Retail Management?

Graduates with retail management knowledge and skills find opportunities to work in the retail industry in positions such as Store Manager, Assistant Manager, Department Manager, Management Trainee, Buyer, Marketing Specialist and Sales Representative. Salaries vary depending upon position, level of responsibility and previous experience.

Potential employers include: Department stores, grocery stores, clothing and shoe stores, home furnishing stores, automobile dealerships and small businesses. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

Retail Management Planning Guide—2017–2018 | Certificate of Completion (CC)

Program Prerequisites: Placement into ENGL& 101 English Composition OR BTWRT 215 Business Communications and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

CERTIFICATE OF COMPLETION – 30 Credits

PROGRAM REQUIREMENTS			
Core Requirements	QTR	GR	CR
BUS& 101 Intro to Business			5
BUS 102 Business Math			5
BUS 120 Principles of Marketing			5
Retail Management Requirements:			
BUS 135 Retail Marketing*	WIN		5
BUS 235 Retail Buying and Mgmt.*	SPR		5
BUS 250 Human Resource Mgmt*	SPR		5

** Courses marked with an asterisk are offered during the quarter listed.*

Course Substitutions	
Required Course	Approved Substitution
BUS 102 Business Math	MATH& 107 Math in Society

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

RECOMMENDATIONS:

CERTIFICATE COMPLETION

Students should automatically receive their Certificate after successful completion of all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.