

RETAIL MANAGEMENT, LESS THAN ONE YEAR CERTIFICATE OF COMPLETION

The Less Than One Year Certificate of Completion Retail Management is recommended for students who would like to work in retail sales or students who are currently working in retail sales and are interested in advancing in their careers. Upon completion of this certificate, students will demonstrate skills necessary to successfully work in the field of retail sales and be in a position to advance to higher levels of responsibility including supervisory management. Career opportunities include retail clerks, management trainees, sales associates and other similar retail positions.

Graduation Requirements

Students must complete a minimum of 26 credit hours with a cumulative Grade Point Average (GPA) of 2.0 or better. All courses must be completed with a grade 'C' or better. One course must be completed at Southwestern before the Certificate of Completion Retail Management is awarded.

Complete the graduation application process one term prior to the term of completion (e.g., spring term graduates must apply during winter term).

Pre-Program Courses

Students are required to take the following courses *prior to* the program courses, depending on students' college placement information. See advisor for details:

Code	Title	Credits
CIS90	Computer Basics (or demonstrate proficiency)	2
MTH20	Basic Mathematics (or placement in higher math course)	4
WR90R	Academic Literacy (or placement in higher writing course)	4

Program Guide

Course	Title	Credits
Fall		
BA249	Retailing	3
CIS120	Concepts of Computing	4
WR115	Introduction to Expository Writing (or higher)	3
Credits		10
Winter		
BA120	Leadership Development ¹	3
BA223	Principles of Marketing	3
MTH82	Business Mathematics ²	4
Credits		10
Spring		
BA206	Management Fundamentals	3

BA224	Human Resource Management	3
Credits		6
Total Credits		26

- ¹ BA110 Group Dynamics for Teams, BA285 Human Relations in Organizations, PSY100 Introduction to Psychology, PSY201 General Psychology, PSY201H General Psychology w/Honors, PSY203 General Psychology, or PSY203H General Psychology w/Honors may be substituted for BA120 Leadership Development.
- ² MTH60 Algebra I, MTH65 Algebra II, MTH95 Intermediate Algebra or higher may be substituted for MTH82 Business Mathematics.

Program Student Learning Outcomes

Upon successful completion of this program, the student will be able to:

- Demonstrate effective communication skills including both verbal and written.
- Operate as a team member and/or leader using effective communication strategies.
- Demonstrate computer skills: Word processing, electronic spreadsheet, database management, general accounting applications, presentation software and Internet research techniques.
- Describe the marketing methods including the analysis and inter-relationship of the marketing mix: Product, price, place and promotion.