

# RETAIL MANAGEMENT, CAREER PATHWAY CERTIFICATE OF COMPLETION

The Retail Management Career Pathway Certificate of Completion 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 Less Than One Year Certificate of Completion 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).

## 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.

Math and writing placement are unique to each student and are determined during the admissions and intake advising process. Additional math or writing courses may be required prior to taking the math or writing program requirements in this degree.

Course	Title	Credits
<b>Fall</b>		
BA249	Retailing	3
WR115	Fundamentals of Report Writing <sup>1</sup>	4
<b>Credits</b>		<b>7</b>
<b>Winter</b>		
BA223	Principles of Marketing	4
BA285	Human Relations in Organizations <sup>2</sup>	3

MTH102	Business Mathematics <sup>3</sup>	4
<b>Credits</b>		<b>11</b>
<b>Spring</b>		
BA206	Management Fundamentals	4
BA224	Human Resource Management	4
<b>Credits</b>		<b>8</b>
<b>Total Credits</b>		<b>26</b>

<sup>1</sup> A higher writing may be substituted excluding WR241, WR242, and WR243.

<sup>2</sup> May be substituted for BA120, PSY100, PSY201Z, or PSY202Z.

<sup>3</sup> MTH65, MTH95 or higher, excluding MTH211, may be substituted for MTH102.