



Retail Management

Associate in Applied Arts and Sciences (AAAS) or
Certificate of Proficiency (CP)

Planning Guide 2017-2018

EPC 298 & 2983

Program Information:

Length of Program: 45-93 Credits
Completion Award: A.A.A.S. Degree or Certificate of Proficiency
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:

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Program Description:

The Associate in Applied Arts and Sciences degree and Certificate are designed to provide students with the knowledge and skills in Retail Management to enter the workforce directly upon completion of the degree or certificate. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA 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 buying, marketing, merchandising, inventory control, personnel and finance management. The Retail Management program is built on a foundation of general business courses, focusing on retail marketing, merchandising, management and sales to prepare students for positions in the dynamic retail industry. Leadership opportunities exist through Collegiate DECA.

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. Understand business operations, such as: buying, selling, marketing, financial reporting, personnel management and issues related to policies, regulations and business law.
2. Apply principles of retail buying to plan, select and control merchandise.
3. Apply marketing principles to plan, select and produce effective advertising media.
4. Demonstrate good salesmanship—effectively interview clients and gauge consumer needs.
5. Develop, initiate and analyze sales programs, along with budget and expense reports.
6. Apply business mathematics to analyze data and solve business problems.
7. Communicate effectively—verbally and in writing; build positive consumer, vendor and public relations.

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

Retail Management graduates develop strong general business and management skills to work in a variety of business settings and positions, such as Department Store Managers, Assistant Managers, Buyers, Merchandise Managers, Sales Associates and Representatives. Entry-level salaries generally range from \$18,000 to \$24,000 with mid- management ranging from \$35,300 to \$60,200.

Potential employers include: Department and clothing stores, grocery stores, automobile dealerships, home building and furnishings, and on-line retailers. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

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

A.A.A.S. DEGREE – 93 Credits

GENERAL EDUCATION CORE REQUIREMENTS 18 Credits			
Course	QTR	GR	CR
BTWRT 215 Business Communications			5
BUS 103 Multiculturalism in the Workplace			3
Quantitative/Symbolic Reasoning : BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE PROGRAM REQUIREMENTS 75 Credits			
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS& 201 Business Law			5
BUS 207 Sustainable Business*	FALL		5
BUS 220 Advertising & Sales Promotion*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 235 Retail Buying & Mgmt*	SPR		5
BUS 240 e-Business*	FALL		5
BUS 255 Principles of Management*	FALL		5
BUS 250 Human Resource Mgmt*	SPR		5
BUS 270 Entrepreneurship			5
ECON 100 Economic Principles			5

Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course*
BTWRT 215 BUS. Communications	ENGL& 101 English Composition I
ECON 100 Economic Principles	ECON& 201 Micro Economics

Recommended	QTR	GR	CR
BUSTC 105 Computer Applications			5

CERTIFICATE OF PROFICIENCY – 45 Credits

GENERAL EDUCATION CORE REQUIREMENTS 10 Credits			
Course	QTR	GR	CR
Quantitative/Symbolic Reasoning: BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE PROGRAM REQUIREMENTS 35 Credits			
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS 220 Advertising and Sales Promotion*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 235 Retail Buying and Mgmt*	SPR		5
BUS 250 Human Resource Mgmt*	SPR		5

* Course is offered once a year during the quarter listed.

RECOMMENDATIONS:

<u>APPROVAL TO GRADUATE</u>	
_____ <i>Student Name & SID</i>	_____ <i>Date</i>
_____ <i>Faculty Advisory</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credential Approval</i>	_____ <i>Date</i>

* Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105, EDUC 117

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.