

RETAIL MANAGEMENT CERTIFICATE

Division: Business and Computer Information Systems

PROGRAM CODE: 2C36705A

The **Retail Management Certificate** will prepare students to earn supervisory positions in retail. Beginning as a clerk or cashier, the student can advance to assistant manager, manager, and upper management. A minimum grade of C is required in each course. This certificate requires 18-19 units.

Code	Title	Units
Required Courses (15 units)		
MKT 203 F	Principles of Retail Management	3
MKT 100 F	Introduction to Marketing	3
MKT 151 F	Digital Marketing (formerly New Media)	3
MKT 208 F	Principles of Selling	3
BUS 267 F	Principles of Supervision	3
Choose elective courses from the following for a total of 3-4 units:		3-4
ACCT 100 F	Small Business Accounting	3
MKT 103 F	Principles of Advertising	3
BUS 240 F	Legal Environment of Business	3
or BUS 240HF	Honors Legal Environment of Business	
BUS 100 F	Introduction to Business	3
BUS 170 F	Principles of E-Commerce	3
BUS 185 F	Creativity Matters!	3
BUS 111 F	Business Communications	3
or BUS 211 F	Critical Reasoning and Writing for Business (formerly Writing for Business)	
or BUS 211HF	Honors Critical Reasoning and Writing for Business (formerly Honors Writing for Business)	
BUS 295 F	Business Internship (formerly BUS 061 F)	2-4
Total Units		18-19

Outcome 1: Use a working vocabulary of retail/business terminology.

Outcome 2: Explain the various methods of business-to-consumer marketing, with an understanding of the differences between traditional and digital tools.

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