

RETAIL MANAGEMENT ASSOCIATE IN SCIENCE AND CERTIFICATE OF ACHIEVEMENT



Retail sales and management is one of the largest fields for employment in the United States. This program is designed to provide the foundation for advancement from entry level positions to management in retailing. Career opportunities are plentiful in food chains, department stores, specialized small and large retail outlets, and small stores. A certificate or degree in the program greatly enhances a part-time or full-time employee's opportunity to progress in a career in this large, growing industry.

Note: This major meets the core retail management curriculum recommended by the Western Association of Food Chains for employees who wish to prepare for management positions.

Career Opportunities

<https://www.grossmont.edu/student-support/career-center/resources.php>

Department Manager
District Manager
Human Resources Assistant
Marketing Manager
Merchandise Manager
Office Manager
Retail Store Manager
Sales Manager
Store Owner / Operator

The Program-level Student Learning Outcomes (PSLOs) below are outcomes that students will achieve after completing specific degree / certificate requirements in this program. Students will:

1. Demonstrate knowledge of the history of contemporary and traditional retail practices including basic consumer laws and regulation for consumer protection.
2. Identify and apply the basic economic retail principles of pricing, quality, customer service and ethics.
3. Discuss communication from retailer to customer including such forms as visual merchandising, personal selling, advertising, sales promotions, internet sales and advertising and public relations.

Associate Degree Major Requirements

Code	Title	Units
BUS-109	Elementary Accounting	3
BUS-115	Human Relations in Business	3
BUS-118	Retail Management	3
BUS-128	Business Communication	3

BUS-146	Marketing	3
BUS-152	Business Mathematics	2
BUS-155	Human Resources Management	3
BUS-156	Principles of Management	3
COMM-122	Public Speaking	3
CSIS-110	Principles of Information Systems	4
Total Units		30

Plus General Education (<https://catalog.gcccd.edu/grossmont/admission-information/general-education-transfer/>) and Elective Requirements

Certificate of Achievement

Any student who chooses to complete only the requirements listed above qualifies for a Certificate of Achievement in Retail Management. An official request must be filed with the Admissions and Records Office prior to the deadline stated in the Academic Calendar.