

Retail Management

69-credit Associate of Applied Science Degree

About the Program

The retail industry distributes a wide range of merchandise and services directly to the consumer through establishments such as supermarkets, department stores, banks, insurance companies, speciality stores and e-merchants. The Retail Management program prepares students to work in any type of retail business.

Learn to coordinate and direct all aspects of a retail business: ordering, pricing, controlling inventory, monitoring sales activity, developing merchandising plans, monitoring profits/losses, coordinating visual presentations of merchandise, overseeing promotions, and hiring and training personnel.

Potential Job Titles

- Assistant Manager
- Department Supervisor
- Customer Service Representative
- Account Manager
- Manager/Co-owner
- Sales Supervisor
- Merchandise Specialist

Credit Transfer

Credits earned in the Retail Management program may be transferable to institutions offering baccalaureate degrees. Visit www.wctc.edu/transfer for specific information. Since the details of credit transfers change from time to time, be sure to contact the intended college or university to verify credit transferability.

Admission Process

- Fill out a WCTC application
- Send \$30 non-refundable application fee
- Send high school transcript or GED/HSED
- Send any previous college transcripts
- Complete Skills Assessment test (COMPASS)
- Begin pursuing Financial Aid options

For more information, call 262.691.5200.

Required Courses	Credits
First Semester	
104-102 Marketing Principles	3
104-112 Personal Brand	3
104-190 Retail Principles	3
106-110 Microcomputer Bus Apps I	3+
801-196 Oral/Interpersonal Communication	3+
809-199 Psychology of Human Relations	3
Total semester credits	18
Second Semester	
102-125 Principles of Supply Chain Mngt	3
104-104 Sales Principles	3
104-192 Merchandise Management	3
196-140 Principles of Supervision	3
801-195 Written Communication	3+
804-123 Math with Business Applications	3+
Total semester credits	18
Third Semester	
102-151 Business Co-op I	3
102-160 Business Law I	3
104-173 Marketing Research	3
104-191 Customer Service Management	3
196-195 Management of Human Resources	3
809-166 Intro to Ethics: Theory & App	3
Total semester credits	18
Fourth Semester	
102-102 International Business Practice Firm	3
104-125 Advertising	3
809-195 Economics	3+
809-196 Introduction to Sociology	3+
Elective	3
Total semester credits	15
+ Proficiency exam available	
<i>Curriculum is current as of catalog printing. The most current curriculum requirements for graduation will be provided upon admission to program, or review at www.wctc.edu.</i>	

Retail Management Required Courses

102-102 Intl Business Practice Firm 3
Set up and run a virtual business to conduct e-commerce in a global environment and develop a marketing plan to market a product using the Internet. Make decisions about the overall operation of the firm and apply problem-solving strategies in a team environment.

102-125 Princ of Supply Chain Mngt 3
Supply chain management has become important to organizations ability to stay competitive. This course addresses the work in design, production, delivery and service products to the end user.

102-151 Business Co-Op I 3
Focus on goal setting, interpersonal relationships, and project activities during this occupational experience. The WCTC instructor/coordinator will work closely with the work site supervisor toward common educational objectives.
Prerequisites: Approval of Co-op Ed Office

102-160 Business Law I 3
Examine the legal and ethical environments of business, including positive law, criminal and tort law, contracts, sales law, business formation, government regulation, agency, bailment, property, ethics, and social responsibility.

104-102 Marketing Principles 3
Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

104-104 Sales Principles 3
Apply fundamental selling principles in a controlled setting. Through the use of videotaped role playing and structured experiences, demonstrate the ability to approach, secure desire, handle objections, and close the sale. Examine the characteristics of a successful salesperson, buyer behavior, communication styles, ethics, and international sales.

104-112 Personal Brand 3
Personal and business professional style can determine future success. Gain the tools to build a personal brand through academic proficiency, wardrobe engineering and professional behavior.

104-125 Advertising 3
Study and apply the promotional mix: advertising, personal selling, sales promotion, and publicity. Gain skills in selecting media, writing advertising copy, layout and design, and making budgeting considerations.

104-173 Marketing Research 3
Study market and business research as related to a realistic problem, and develop the problem in step sequence as information is gathered and analyzed. Suggest alternate solutions based on a scientific approach and application of research procedures.
Prerequisites: 104-102 Marketing Principles

104-190 Retail Principles 3
Become a good retail planner and decision maker while learning strategies for adapting to change. Explore the following areas: strategic planning, contemporary challenges, store location, retail institutions, franchising, and electronic retailing. Explore career paths available in retailing.

104-191 Customer Service Management 3
Explore the skills, attitudes, and thinking patterns required to manage customer satisfaction and loyalty. Develop the ability to lead and expand the customer service process, learn techniques for dealing with unhappy customers, and build skills for analyzing customer needs.

104-192 Merchandise Management 3
Learn how to manage retail inventories. Review the elements of planning and control from the perspective of profit performance in a retail enterprise. Analyze sales and gross margin performance and their relationship to markups, markdowns, stock turns, cost of goods sold, and open-to-buy. Apply basic theories of merchandising to the current retail environment.
Prerequisites: 104-190 Retail Principles

106-110 Microcomputer Bus Apps I 3
Gain an overview of Microsoft Office software and its five major applications: Microsoft Word, Excel, Access, PowerPoint, and Outlook. Also gain an understanding of Windows operating system and Internet Explorer. Successful course completion will assist in the preparation for core MOS certification.

196-140 Principles of Supervision 3
Gain vital "how to" skills related to supervising others including developing job satisfaction, maintaining high employee morale, using specific tools of supervision, communicating well and evaluating, guiding and training employees. Use simulations, case studies and role play scenarios—but not lectures—to learn these concepts and develop your own supervisory philosophy.

196-195 Management of Human Resources 3
Explore the supervisor's role in understanding, communicating, and implementing organizational policies and how these abilities affect employee productivity. Discuss topics including employee hiring, training, performance management, contract compliance, employment law, employee assistance programs, and more.

801-195 Written Communication 3
Study and practice the transfer of information, ideas, and experiences in written form through reports, letters, memoranda, and other documents. Gain proficiency in the areas of organization, clarity, accuracy, and directness.
Prerequisites: COMPASS-Writing Skills or ACT-English or ASSET-Writing Skills or Accuplacer Sentence Skills or TABE Advanced Language or 831-103 Intro to College Writing or 851-771 Writing-Program Readiness

801-196 Oral/Interpersonal Comm 3
Practice the necessary skills for effective speech delivery, listening, assertiveness, conflict resolution, teamwork, and general interpersonal communication.

804-123 Math w Business Apps 3
Develop an understanding of real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.

809-166 Intro to Ethics: Theory & App 3
Gain a basic understanding of the theoretical foundations of ethical thought. Diverse ethical perspectives will be used to analyze and compare relevant issues. Critically evaluate individual, social and/or professional standards of behavior, and apply a systematic decision-making process to these situations.
Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

809-195 Economics 3
Discuss the major institutions and principles that underlie the contemporary American economic system, and consider topics such as the free enterprise system, supply and demand, circular flow, government involvement, the Federal Reserve System, economic growth and development, the effects of international trade, comparative economic systems, and global economics.
Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

809-196 Introduction to Sociology 3
Learn the basic concepts of sociology: culture, socialization, social stratification, multiculturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues.
Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

809-199 Psychology of Human Relations 3
Examine the principles of interaction as applied to human relations at home and on the job. Explore topics such as self concept personality development, learning, motivation, emotions, stress, human relations processes, and special relationships.
Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

Elective Options

Any course at the associate degree level will meet the elective requirement.