

Retail Management

retail.chemeketa.edu

The Retail Management certificate prepares students for careers in sales and management. The program emphasizes skill development in interpersonal communication; business accounting; marketing; human resource management and supervision; and focuses on professional growth, employment, and advancement opportunities. Employment for these positions is estimated to grow by over 17 percent between 2002 and 2012. This certificate fulfills coursework leading to an Associate of Applied Science degree in Management.

As a statewide cooperative effort this program is also offered by other community colleges including: Clackamas, Lane, Linn-Benton, Oregon Coast, Mt. Hood, and Portland.

Program Outcomes

Students completing this certificate will:

- Use communication skills with individuals and groups in retail settings.
- Apply math and computer skills requisite with industry expectations.
- Evaluate and select marketing and retailing strategies.
- Apply basic accounting theory and practice to a service or retail setting.
- Explain the impact, roles, skills, responsibilities, and accountability of supervisors/managers in managing, leading, and controlling human resources within an organization.

Getting Started

The first step to entering this program is to take part in an assessment process, which includes taking the college's free placement test and meeting with Counseling and Career Services. You may need to complete pre-program courses. Then, your advisor will help you develop an individualized program of study, which may include one or more of the following:

CA121A	Keyboarding A (if less than 25 wpm).....	1
CIS101	Introduction to Microcomputer Applications.....	3
MTH060	Introductory Algebra.....	4
RD090	College Textbook Reading.....	3
WR121	English Composition—Exposition.....	3

Retail Management Certificate of Completion

In addition to tuition estimated costs for students who complete the program listed below are books/software, \$1,005; student services fee, \$16.50; universal fee, \$198. Please contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

You may earn a Certificate of Completion by successfully completing the required 33 credit hours with a grade of "C" or better in all Business Administration courses. Courses may be taken in Salem, at our outreach campuses or centers, or online. The following courses may be taken in any order providing prerequisites are met.

Course	Title	Credit Hours
BA203	Organizational Behavior	3
BA206	Business Management Principles	3
BA211	Financial Accounting I	4
BA214	Business Communications.....	3
BA223	Principles of Marketing	3
BA224	Human Resource Management	3
BA249	Retailing*	3
CIS120	Computer Information Science I	4
	or	
CIS125E	Excel—Workbook.....	4
MTH062	Business Applications Using Math.....	4
SP111	Fundamentals of Public Speaking	3
	or	
SP100	Introduction to Communication	3
	or	
SP130	Business and Professional Speaking.....	3

*Available through other community colleges online.

