



# CERTIFICATE IN RETAIL MANAGEMENT

In addition to the requirements listed below, students are encouraged to take ACCT 101 (Survey of Accounting).

## REQUIREMENTS (48-50 CREDITS)

†* BUS 107	Business Mathematics	5
* MNGT 130	Customer Relationship Management	5
MNGT 182	Creative Sales	5
MNGT 275	Intro to Visual Promotion	5
MNGT 282	Marketing	5
MNGT 284	Small Business Management	5
MNGT 293	Retailing & Merchandising	5
<i>Select one:</i>		3-5
** CIS 110	Intro to Micro Business Applications (3)	
** CIS 121	Intro to Computer Information Systems (5)	
<i>*Select one:</i>		5
† BUS 105	Business English I	
† ENGL& 101	English Composition I	
<i>*Select one:</i>		5
BUS 240	Human Relations in the Workplace	
MNGT 186	Professional Development	

**Total Credits Required** **48-50**

*\* Meets related instruction requirements for professional/technical programs*

*\*\*Minimum of 35 wpm keyboarding required*

*†Prerequisite required*

## Notes:

*possibilities.*  
realized.

# CERTIFICATE IN RETAIL MANAGEMENT

Pierce College offers the Certificate in Retail Management at the Ft. Steilacoom campus. The credential is designed to “step” to the Associate in Business, which means students can earn the certificate, obtain a job in the field, and then continue working toward the degree to increase their skills and their promotability.

Students planning to transfer to a four-year program should work closely with an advisor and complete AA requirements or the Business Direct Transfer degree.

The Certificate in Retail Management is designed to prepare students for entry-level positions.

**Junior Sales Manager**  
**Retail**  
**Salesperson**  
**Displayer**



*Pierce College does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability or age in its programs and activities.*

*Special funding may be available for unemployed workers and low-wage working parents. See your advisor or call (253) 964.6265.*

## **Related Codes**

Intent: **F or J**

Retail Management: **251**

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## **Program Outcomes**

- Explain the role of retailers in channeling products from producers to consumers and the ways in which retailers are structured to perform their role in the channeling process.
- Describe the various retail employee functions and analyze the empowerment associated with each function.
- Perform and interpret retail sales computations including sales projections, mark-ups, markdowns, cost of goods sold, retail tax, sales gains, and sale losses.
- Explain how productivity measures are utilized to evaluate merchandising objectives. Productivity measures include turnover, stock-to-sales ratios, sales per square foot, and space management.
- Describe how the planning and management of inventory impacts profitability.
- Utilize appropriate information to prepare a purchase and open-to-buy plan.
- Analyze the interrelationship of the retail environment, location, and profitability.
- Recognize basic safety issues related to retailing including Occupational Safety and Health Act (OSHA), Material Safety Data Sheet (MSDS).
- Recognize basic legal issues related to retailing including warranties, pricing, and advertising.
- Demonstrate personal responsibility and accountability by attending class, actively participating, and meeting time commitments.

## **For More Information:**

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