

# RETAILING INTERMEDIATE CERTIFICATE

The Retailing Intermediate Technical Certificate teaches skills needed for employment in businesses and organizations that sell products and services to consumers. The retailing world involves many specialty areas, thus offering a world of opportunities to specialize in. Areas of learning include: sales skills, customer service, inventory management distribution channels, marketing, cash management, loss prevention, and various key performance indicators. This certificate comprises the first year courses needed to attain the Applied Management & Marketing Associates degree.

The world of retailing provides opportunities in a long list of possible careers, including:

- Inventory Management
- Marketing
- Merchandising & Channel Distribution
- Operations Management
- Advertising, promotions, public relations and publicity
- E-Commerce
- Entrepreneurship

Completion of a Technical Skill Assessment is required.

## General Education Core

| Code                         | Title                              | Credits     |
|------------------------------|------------------------------------|-------------|
| ENGL-101                     | WRITING AND RHETORIC I             | 3.00        |
| HRPT-184                     | DIVERSITY IN ORGANIZATIONS         | 3.00        |
| or HRPT-185                  | HUMAN RELATIONS IN ORGANIZATIONS   |             |
| Select one of the following: |                                    | 3.00        |
| COMM-101                     | FUNDAMENTALS OF ORAL COMMUNICATION |             |
| COMM-203                     | SMALL GROUP COMMUNICATION          |             |
| COMM-204                     | PUBLIC SPEAKING                    |             |
| <b>Total Credits</b>         |                                    | <b>9.00</b> |

## Program Requirements

| Code  | Title                           | Credits      |
|---|---------------------------------|--------------|
| GNBPT-110   | BUSINESS COMPUTER SKILLS        | 3.00         |
| GNBPT-202   | FINANCIAL BUSINESS APPLICATIONS | 3.00         |
| MGTPT-101   | INTRODUCTION TO BUSINESS        | 3.00         |
| MGTPT-194/294   | INTERNSHIP IN MANAGEMENT        | 3.00         |
| MGTPT-240   | BUSINESS PROCESSES & OPERATIONS | 3.00         |
| MKTPT-130   | INTRODUCTION TO MARKETING       | 3.00         |
| MKTPT-207   | RETAILING                       | 3.00         |
| Completion of a Technical Skills Assessment is required |                                 |              |
| <b>Total Credits</b>                                    |                                 | <b>21.00</b> |