

Retail Management

Program Code 101047

Associate Degree - Two Years

Offered at the Green Bay campus. For information: (920) 498-5444.

Toll-free: (800) 422-NWTC, ext. 5444.

Program Description

The Retail Management program prepares students for management in the retail industry. Graduates are trained in merchandising techniques and management strategies pertaining to all facets of retailing.

Program Outcomes

- Recommend a retail pricing plan.
- Evaluate alternative distribution strategies.
- Develop a retail product and service mix.
- Generate retail information for effective decision making.
- Apply continuous improvement strategies to solve retail problems.
- Assess emerging global trade events that impact retailing.
- Create a personal professional development plan.
- Manage resources and risks to contribute to profitability of the organization.
- Manage retailing within an enterprise.
- Apply technology to retail and retail information systems.
- Apply legal and ethical principles to personal, social, and professional behaviors.
- Develop long-term strategic retail marketing plans.
- Formulate retail selling strategies.
- Apply effective leadership skills.
- Design a retail promotion plan.

Requirements for Program Entry

- Completed application.
- High school transcript or equivalent (such as an HSED or GED® Transcript).
- NWTC Academic Skills Assessment or equivalent (See Academic Skills Assessment section for details and equivalents).
- Ability to use computer keyboard.
- Students should have mastered basic math skills. For a description of basic math, see the Basic Education section of this catalog.

Note

Students can opt to take the Entrepreneurship Certificate instead of the following courses:

- 10-102-158 Business-Intro
 - 10-145-177 Entrepreneurship
 - 10-104-110 Marketing Principles
 - 10-104-192 Merchandise Management
 - 10-104-191 Customer Service Mgmt
- Please see the Certificate Options book for details.

Employment Potential

A graduate of this program will have the potential for employment in the following areas:

Manager Trainee: works within a rotation among the various departments and functions in a firm becoming familiar with all operations, and works with computer printouts.

Department Manager: supervises sales staff within the department, assigns duties, trains staff, evaluates employees' performances, supervises merchandise presentations, submits reports and analyzes inventory and stock control within a department, assists in sales when necessary, and initiates store communication.

Assistant Store Manager: supervises and schedules the sales staff, supervises merchandise presentations, opens and closes the store, submits reports, analyzes inventory and stock control within a department, assists in sales when necessary, and initiates store communication.

Assistant Buyer: works with the merchandiser developing the line, assists in determining the merchandise to be included and the price points of merchandise, keeps clerical records for the buyer, follows up on merchandise shipments, initiates store communication, and works with computer printouts.

Distributor/Planner Trainee: determines the allocation of merchandise to various store units; works with computer printouts and unit control records; has contact with buyers, merchandise managers, and store personnel in a retail environment.

Market Research Assistant: researches market conditions to determine potential sales, examines and assists in analyzing data to forecast future trends, prepares reports, and works with computer printouts.

Merchandiser: determines the merchandise selection in cooperation with a buyer or corporate management, responsible for the "presentation" of the merchandise in the department or store, tracks the "flow" of merchandise.

Human Resource Specialist: analyzes retail functions and job descriptions; recruits, trains, assesses, and motivates employees.

With additional education and/or work experience, graduates may find other opportunities for employment.

- Buyer
- Entrepreneur
- Replenishment Manager
- Store Manager

Curriculum

The Retail Management Associate Degree is a two-year, four-semester program. Upon graduation, a student will have completed 66 credits.

First Semester

Catalog No.	Description	Credits
** 10-103-121	Micro: Word-Intro	1
** 10-103-141	Micro: Access-Intro	1
** 10-103-151	Micro: PowerPoint-Intro	1
** 10-101-190	Accounting-QuickBooks	1
** 10-103-131	Micro: Excel-Intro	1
** 10-111-103	Graphic Workstations	1
* 10-102-158	Business-Intro	3
10-104-101	Selling Principles	3
10-104-190	Retail Principles	3
10-801-195	Written Communication	3
10-804-123	Math w Business Apps	3
Semester Total		18

Second Semester

* 10-104-110	Marketing Principles	3
* 10-104-191	Customer Service Mgmt	3
* 10-104-192	Merchandise Management	3
10-104-193	Retail Operations Mgmt	3
10-801-198	Speech	3
Semester Total		15

Third Semester

10-102-160	Global Business Mgmt	3
* 10-145-177	Entrepreneurship	3
10-196-193	Human Resource Mgmt	3
10-809-195	Economics	3
10-809-199	Psychology Of Human Relations	3
Semester Total		15

Fourth Semester

10-102-150	Law-Business	3
10-104-135	Retail Mgmt-Survival	3
	OR	
10-196-164	Supervisors-Personal Skills	3
10-104-164	Retail Mgmt Internship	3
	OR	
10-104-180	Retail Mgmt Field Study	3
10-182-130	E-Business Logistics/Fulfill	3
10-809-103	Think Critically & Creatively	3
10-809-172	Race Ethnic & Diversity	3
Semester Total		18
Total Credits		66

* Choose courses listed OR

take this group of five courses.

10-145-188	Entrepreneurship Management	3
10-145-186	Financial Man Small Business	3
10-145-187	Marketing Small Business	3
10-145-185	Organizing Small Business	3
10-145-189	Writing Bus Plan Small Business	3

** Any three of the six computer courses must be taken.

This program is fully eligible for financial aid.

Please Note

- Some courses have prerequisites (listed at the end of each course description, if applicable) that need to be taken prior to enrolling in those courses.
- Many courses are offered via our Flexible Learning Options (online, accelerated, ITV, video, weekend, and self-paced) and may be taken in any order as long as prerequisites are met. To find out which program courses are offered through Flexible Learning Options, go to www.nwtc.edu or consult a counselor, (920) 498-5444.
- Descriptions of courses not found on this page can be found in the back of this catalog.

Course Descriptions

These courses provide an opportunity for students to develop the knowledge, skills, and understanding required for employment in this field.

10-101-190 ACCOUNTING-QUICKBOOKS ...an introductory course in using QuickBooks to create vendor/employee accounts, invoices, budgets, profit/loss statements, balance sheets, A/R, A/P, journals, graphs.

10-102-150 LAW-BUSINESS ...common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.

10-102-158 BUSINESS-INTRODUCTION ...organization/management process of human resources, production, operations, marketing, distribution, and finances; risk management; ethics/legalistic management; international business; accounting, computers, and data processing.

10-102-160 GLOBAL BUSINESS MANAGEMENT ...globalization, cultural environment, global trade environment, politics and law, economic integration, global trade and investment theories, exporting, global marketing, and global supply chain.

10-103-121 MICRO: WORD-INTRODUCTION ...word processing basics including creating, revising, formatting, and printing; sections, tabs, multiple-page numbering; manipulating text; creating headers/footers; creating and formatting tables, graphics, creating charts; applying styles; and merging documents. Requires Windows experience.

10-103-131 MICRO: EXCEL-INTRODUCTION ...creating a worksheet, enhancing worksheet appearance, moving and copying data, using formulas and functions, creating charts and using clip art. Requires Windows experience.

10-103-141 MICRO: ACCESS-INTRODUCTION ...creating and modifying database tables, compacting a database, managing records, defining table relationships, creating queries, calculations, and aggregate functions, sorting, and using form and report wizards. Requires Windows experience.

10-103-151 MICRO: POWERPOINT-INTRODUCTION ...presentation development skills such as: graphics, tables, diagrams, shapes, design themes, sounds, animations, slide transitions, and integration with other software. Requires Windows and MS Word experience.

10-104-101 SELLING PRINCIPLES ...selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.

10-104-110 MARKETING PRINCIPLES ...marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.

10-104-135 RETAIL MANAGEMENT-SURVIVAL SKILLS ...review of current federal and state employment laws and employers' responsibilities; sources, consequences, and methods of handling stress; techniques and strategies of time management; sexual harassment; cultural/etiquette issues.

10-104-164 RETAIL MANAGEMENT INTERNSHIP ...professional work environment, interviewing techniques, sales, product knowledge, business operations, management awareness, inventory records/recordkeeping techniques with supervision/evaluation facilitated by instructor and contract training person.

10-104-180 RETAIL MANAGEMENT FIELD STUDY ...examine a product or business career of major interest to the student through a research project that is student selected and instructor approved.

10-104-190 RETAIL PRINCIPLES ...macro issues facing retailers, including structural dynamics; strategic planning, environmental factors; consumer behavior; site selection; selecting markets in which to compete; and retailing issues, opportunities, and outlook.

10-104-191 CUSTOMER SERVICE MANAGEMENT ...develop professional telephone etiquette, explore customer service work environments, identify and analyze customer service failures, resolve problems cost effectively, set complaint policies, and develop communication techniques to handle complaining customers.

10-104-192 MERCHANDISE MANAGEMENT ...basic theories of merchandising applied to the current retail environment.

10-104-193 RETAIL OPERATIONS MANAGEMENT ...management of a retail store operation including retail planning and control; retail information systems; and human resource management including placement, orientation, evaluation, recruiting, interviewing, discipline, performance problems, and training.

10-111-103 GRAPHIC WORKSTATIONS ...explore the Macintosh Operating System and applications including iPhoto, iTunes, iMovie, GarageBand, FontBook, Sherlock, iCal, AddressBook and Dashboard. Learn to navigate the Mac Operating System and manage files and folders.

10-145-177 ENTREPRENEURSHIP ...entrepreneurship, success and failure, getting started: sources of capital, location, layout, and legal forms of organization, managing and operating, planning and organizing, directing and monitoring performance, marketing strategy, and administration.

10-182-130 E-BUSINESS LOGISTICS/FULFILLMENT ...e-commerce, business-to-business e-commerce, consumer e-commerce, e-commerce distribution, e-procurement, e-commerce connection, legal and ethical issues, and e-commerce logistics applications.

10-196-164 SUPERVISORS-PERSONAL SKILLS ...time management, stress, and related challenges to a supervisor, personal planning, emotional intelligence, effective communication, and assertiveness.

10-196-193 HUMAN RESOURCE MANAGEMENT ...impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies and procedures, training, performance, counseling and development, and compensation and benefit strategies.