

Merchandising & Retail Management

Associate in Applied Science Degree

(Code: EVRTM)

Retailing, one of America's most progressive fields, is the final stage in the distribution of products from the producer to the consumer. Retail Management is a program of occupational training designed to prepare students for careers in marketing, retail merchandising, store management, and related areas. The opening of major retail stores and the expansion of existing stores has greatly increased the need for trained personnel in this field. Advancement is relatively fast and individual performance is highly measured in this field, so an aggressive graduate should find promotion opportunities readily. Students may choose from the following specialized areas: Customer Service and Retail Management.

General Education	Credit Hours
ENG105 Composition I	3
ENG106 Composition II	3
Math & Science (courses approved for AA)	3
SOC110 Introduction to Sociology	3
SPC112 Public Speaking	3
SDV108 The College Experience	1
Total	16
Program Requirements	
ACC111 Introduction to Accounting	3
or	
ACC121 Principles of Accounting I	(3)
ACC112 Introduction to Accounting II	3
or	
ACC122 Principles of Accounting II	(3)
BUS102 Introduction to Business	3
BUS150 E-Commerce	3
or	
MKT150 Principles of Advertising	(3)
BUS161 Human Relations	3
BUS185 Business Law I	3
BUS230 Quant Methods for Business Decision Making	3
CSC118 Computer Systems & Applications	3
ECN120 Principles of Macroeconomics	3
MGT101 Principles of Management	3
or	
MGT130 Principles of Supervision	(3)
MKT110 Principles of Marketing	3
MKT140 Principles of Selling	3
MKT160 Principles of Retailing	3
MKT181 Customer Service Strategies	2
MKT907 Co-op Field Experience	3
MKT945 Seminar in Business I	1
Electives (courses approved for AA)	6
Total	51
Total Required Hours	67