

# RETAIL MANAGEMENT, CERTIFICATE

Program Code: CC.RETAILMGTL1Y

This certificate is sponsored by members of the retail industry and is recommended for students currently working in retail sales positions or those students who would like to work in retail sales and progress into management roles and responsibilities. Course work is specific to the retail industry and focuses on preparing retail employees for upward mobility.

For information contact Beverly Forney, 503-594-3115 or [beverlyf@clackamas.edu](mailto:beverlyf@clackamas.edu).

## Outcomes

### Program Outcomes

Upon successful completion of this program, students should be able to:

- identify effective human relations and leadership strategies;
- communicate effectively using written documents, spreadsheets, and slide presentations;
- demonstrate an understanding of marketing concepts;
- analyze and evaluate the legal, procedural and ethical impacts of personnel management decisions;
- interpret and analyze financial information to make budget forecasts and analyses;
- evaluate retail management strategies to make sound decisions.

## Requirements

Fall Term		Credits
BA-131	Introduction to Business Computing	4.00
BA-206	Management Fundamentals	4.00
BA-223	Principles of Marketing	4.00
<b>Credits</b>		<b>12</b>
Winter Term		
BA-214 or BA-205	Business Communications or Business Communications With Technology	3.00-4.00
BA-224	Human Resource Management	4.00
BA-285	Human Relations in Business	4.00
<b>Credits</b>		<b>11-12</b>
Spring Term		
BA-217	Budgeting for Managers	3.00
BA-249	Retailing	3.00
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>29-30</b>

Most courses in this program can be applied to partially satisfy elective requirements in the [Business Management CC](#).

## Careers

Career opportunities include:

- retail clerks
- cashiers
- manager trainees
- sales associates
- other similar positions in all types of retail establishments