

Northern Virginia Community College 2009-2010 Catalog

MARKETING:

Retail Management

Career Studies Certificate

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Purpose: This curriculum is designed to offer students already employed in retail management the opportunity for improving skills and advancement on the job. For students interested in exploring retail management as a career, this certificate program is designed to acquaint students with the fundamental skills.

Recommended Preparation: Students should possess a proficiency in high school English and a strong background in arithmetic operations.

One Year		Credits
1st Semester		
BUS	125 Applied Business Math	3
ENG	111 College Composition I or ENG Elective	3
MKT	201 Introduction to Marketing	3
MKT	216 Retail Organization and Management	3
SDV	Elective	<u>1</u>
Total		13
2nd Semester		
BUS	201 Organizational Behavior	3
BUS	205 Human Resource Management	3
ITE	115 Intro to Computer Applications & Concepts	3
MKT	227 Merchandise Buying & Control	3
MKT	275 International Marketing or MKT 282 Principles of eCommerce	<u>3</u>
Total		15

Total credits for Retail Management Career Studies Certificate = 28