

**MARKETING MANAGEMENT- RETAIL MANAGEMENT CAREER OPTION – B081**

**A.S. Marketing Management**

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COURSE TITLE	COURSE NUMBER	PREREQUISITES	CREDITS	SEMESTER TAKEN	GRADE
<b>GENERAL EDUCATION REQUIREMENTS</b>			<b>23</b>		
Language and Literature I	ENG 101	Appropriate score on Placement Tests, or C- or better in ENG 097 and ENG 098, or C- or better in ENG 096 or ENG 099	3		
Language and Literature II	ENG 102	ENG 101	3		
Introduction to Microeconomics	ECN 102	ECN 100 with a grade of C- or eligible for MTH 095	3		
Social Science Elective (B)			3		
Statistics <u>or</u> Math for Business Decision Making	MTH 142 BUS 170	MTH 095 with a grade of C- or better or adequate score on the Mathematics Placement Examination Eligibility for MTH 095 and one of the following: CSI 111 or BUS 115 or BUS 215	3		
Laboratory Science (D)			4		
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<b>PROGRAM REQUIREMENTS</b>			<b>40-41</b>		
Principles of Accounting I	ACC 111	Eligibility for MTH 085	4		
Principles of Accounting II	ACC 112	ACC 111	4		
Professional Etiquette	BUS 112		1		
Money Management	BUS 114	Eligibility for MTH 085	1		
Computer Applications <u>or</u> Computer Concepts w/Applications	BUS 115 CSI 111	Eligibility for ENG 101	3-4		
Business Law	LAW 211		3		
Principles of Management	MGT 230		3		
Principles of Retailing	MKT 110		3		
Field Experience	MKT 211		6		
Principles of Advertising	MKT 226		3		
Customer Service & Sales	MKT 227		3		
Principles of Marketing	MKT 240		3		
Business Elective <sup>1</sup>			3		
<b>Total Credits</b>			<b>63-64</b>		

**PROGRAM OVERVIEW**

The Retail Management Career Option provides a foundation for careers in retail-store management. The program includes a six-credit field experience that often becomes the basis for full-time employment after graduation. Upon graduating from this program, students will be able to draw upon an actual retail experience, apply the marketing concept, define traditional functions of management and their contribution to strategic planning, calculate business statistical data and quantify a variety of other business data, discern informative and persuasive speaking and define and execute the principles of retailing, advertising and customer service/sales.

NOTES:

<sup>1</sup>Select from: ACC, BUS, CSI, HCA, LAW, MGT, MKT, SEC, SPO

Depending on the course selection 80% of this program can be completed online. Go to <http://webtide.hccdl.org> for further information.