

## RETAIL MANAGEMENT-CAREER OPTION – B081

### A.S. Marketing Management

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E-Institute: <http://webtide.hccdl.org>

Courses in red are not available online.

The Marketing Management degree prepares students for managerial positions in the field of marketing. 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.

Term/Grade	Course Number	Course Name	Course Credits
<b>GENERAL EDUCATION REQUIREMENTS</b>			<b>20</b>
_____	ENG 101	Language and Literature I	3
_____	ENG 102	Language and Literature II	3
_____	ECN 101	Economics I	3
_____	_____	Social Science Elective (B) _____	3
_____	_____	Laboratory Science (D) _____	4
_____	_____	Laboratory Science (D) _____	4
<b>PROGRAM REQUIREMENTS</b>			<b>35-36</b>
_____	ACC 111	Principles of Accounting I	4
_____	BUS 112	Professional Etiquette	1
_____	BUS 115	Computer Applications <b>or</b>	
_____	CSI 111	Computer Concepts w/Applications	3-4
_____	MGT 230	Principles of Management	3
_____	MGT 231	Human Resource Management	3
_____	MKT 110	Principles of Retailing	3
_____	<b>MKT 211</b>	<b>Field Experience</b>	<b>6</b>
_____	MKT 226	Principles of Advertising (Spring)	3
_____	MKT 227	Customer Service & Sales	3
_____	MKT 240	Principles of Marketing	3
_____	<b>COM 150</b>	<b>Public Speaking</b>	<b>3</b>
<b>PROGRAM ELECTIVES</b>			<b>9-10</b>
_____	_____	Business Elective _____	3
_____	_____	General Elective _____	3
_____	_____	Math Elective (D) <b>or</b>	
_____	BUS 170	Business Math	3-4