

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
BTS 109	Business Communications	5						
BUS 120	Organizational Behavior	5						
BUS 145	Business Mathematics	5						
BUS 221	Human Resource Management	5						
BUS 222	Advanced Leadership & Management	5						
MKTG 101	Introduction to Marketing	5						
MKTG 135	Principles of Retailing	5						
<i>Choose 5 credits from the following:</i>		5						
ACCT 101	Practical Accounting I (5 Cr)							
ACCT 234	Managerial Accounting (5 Cr)							
<i>Choose 5 credits from the following:</i>		5						
BTS 161	Business Software Essentials (5 Cr)							
BTS 165	Business Spreadsheet Analysis & Design (5 Cr)							
<i>Choose 5 credits from the following:</i>		5						
CMST& 101	Introduction to Communication (5 Cr)							
CMST 202	Survey of Speech Communication (5 Cr)							
CMST& 210	Interpersonal Communication (5 Cr)							
CMST& 230	Small Group Communication (5 Cr)							
CMST 280	Intercultural Communication (5 Cr)							
TOTAL		50						

The Retail Management certificate prepares students for entry-level positions in retailing. The certificate may be applied to the Marketing Management associate degree.

LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Identify problems within retail organizations and apply principles of organizational structure and organizational behavior to solve the problems
- Accurately perform basic business calculations
- Create a basic marketing plan
- Accurately perform basic bookkeeping or managerial bookkeeping activities
- Use basic features of business software
- Communicate effectively, using suitable communication for the audience and using principles of intercultural sensitivity

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/proftech/mktg/#retailmanagement

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