

Retailing

One-Year Certificate of Completion

Program Coordinator Business Department, Bldg. 19, Rm. 137,
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Purpose The Retail Management Certificate of Completion represents skills identified by the retail industry, which desires to provide a program of study for their employees and for students who would like to become retail employees. This program is recognized by retail employers and identifies skills that lead to professional growth, hiring, and advancement opportunities. This program is a body of study that prepares the student for retail sales and management responsibilities; those who complete the program may be given preference in hiring, and/or may be eligible for promotions.

Learning Outcomes The graduate will:

- understand the purpose of retailing and the retail environment and the responsibilities of the retail operations function.
- understand the advantages, disadvantages, and circumstantial uses of various leadership styles.
- understand various ethical tools and the reasoning behind various ethical positions.
- determine appropriate and inappropriate interview and hiring questions.
- understand the opportunities and challenges posed by a multi-cultural work force and the responsibilities of management in handling and motivating employees in the current business environment.
- understand the impact of technology on marketing and recognize how the major elements of the marketing process apply to actual marketing situations.
- define theories and strategies of business management, including human resources management and operations management.
- understand the basic terms and content of financial statements and be able to understand and interpret the information they contain.
- understand communication theory and give well-organized, clear business presentations that inform, recommend, and train.
- understand the basics of word processing, spreadsheets, database management, and internet communications.
- use appropriate library and information resources to research business topics.
- apply critical thinking and analytical skills in decision-making and problem solving.

Job Openings Projected through 2020

Lane County: 48 positions

Oregon: 528 positions

Wages

Lane County average hourly \$18.19; average annual \$37,829

Oregon average hourly \$18.57; average annual \$38,630

Costs

Books \$2,632
Resident Tuition and General Student Fees \$5,729

Total Estimated Cost \$8,361

Course fees may change during the year. See the online credit class schedule for fees assigned to courses.

Gainful Employment Disclosure

Standard Occupational Classification: 41-9099.00

Go to the Department of Labor's O*Net website for a profile of this occupation:

Sales and Related Workers, All Other

onetonline.org/link/summary/41-9099.00

Or check on these O*Net Related Occupations:

First-Line Supervisors of Retail Sales Workers onetonline.org/link/summary/41-1011.00

In academic year 2014-15, 0 students completed this certificate.

The program is designed to take 4 terms, or about 15 months of study to complete. (For privacy reasons under FERPA, loan information is not disclosed for programs with fewer than 10 graduates in the reported year.)

Explanation of costs: lanecc.edu/esfs/credit-fees-and-expenses

Course Requirements

1. Students must place at least into WR 121 or WR 1221_H and MTH 060, or take classes to reach these levels before enrolling in program courses.
2. Foundational Requirements (WR 121 or WR 1221_H, MTH 065, and Health/Wellness/Fitness courses) must be taken for a letter grade, and must be completed with a grade of 'C-' or better to meet program requirements.
3. All program core courses (BA, BT, CS) must be taken for a letter grade, and must be completed with a grade of 'C' or better to meet program requirements. See course listings for prerequisites.

Prerequisites

BT 108 Business Proofreading and Editing 4
Fall

BA 101 Introduction to Business 4
CS 120 Concepts of Computing

Information Processing 4

MTH 060 Beginning Algebra or higher 4

Choice of: 4

COMM 100 Basic Communication

COMM 111 Fundamentals of Public Speaking

COMM 130 Business and Professional Speech

Winter

BA 223 Marketing 4

BA 224 Human Resource Management 3

Choice of: 4

WR 121 Introduction to Academic Writing

WR 121_H Introduction to Academic Writing-Honors

Choice of: 4

BT 165 Introduction to the Accounting Cycle

BA 211 Financial Accounting

Spring

BA 214 Business Communications 4

BA 249 Retailing 4

BA 278 Leadership and Team Dynamics 4

BA 206 Management Fundamentals 3

To request this information in an alternate format please contact the Center for Accessible Resources at (541) 463-5150 or accessibleresources@lanecc.edu.