

Retail Management Certificate

Program Number: 90-104-4

Certificate

Business and Marketing Program Cluster

School of Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6003 or
(800) 322-6282 Ext. 6003

About the Certificate

The Retail Management certificate is designed to update and/or broaden the knowledge of employees in the field of retail management. Ideal candidates would be students currently working in retail, food service, or other sales industry positions or have other experiences in one of these fields.

The certificate will acquaint students with the various job duties and work ethic involved with working in the retail industry. Students will be introduced to standard industry reports that are used to support recommendations for improvement relating to operations, finance, human resources, and merchandising. Students will increase their skills and confidence in the areas of supervising, hiring, training, and providing leadership effectively.

Classes are available in hybrid or face-to-face format.

Certificate Application Process

To apply, see: Apply Online (on the Madison College website). [Create an ApplyWeb account](#) and follow the [instructions](#) to complete the [Online Certificate Application](#) before the [application deadline](#). Submit the \$15 non-refundable fee (payable by credit card, debit card or electronic check) with your application. Applicants may submit more than one certificate application per term using the Online Certificate Application; the same fees apply for each additional application.

Unique Requirements for Completion

The certificate will be awarded upon completion of the requirements with a minimum of a 2.0 grade average and no course grade lower than a C. The certificate will be awarded when completion of all requirements is verified after the semester the last course has been completed.

Curriculum

Courses	Credits	Hrs/week	
		Lec	
10-104-124 Retail Management	3	3-0	
10-196-191 Principles of Supervision	3	3-0	
10-104-123 Merchandising Planning & Control*	3	3-0	
In addition, take one of the following courses:			
10-104-182 Portfolio Presentation OR	3	3-0	
10-104-194 Visual Merchandising**	3	3-0	
Total	12		

Courses should be taken in the order listed above. Retail Management must be taken first.

*This course is currently offered only in the fall semester.

**This course is currently offered only in the spring semester.

This certificate may be offered beginning in the spring semester of 2010 in an accelerated method for a cohort group. For more information, contact Betty Hurd at 608-246-6486 or bhurd@matcmadison.edu.



Required Courses

10-104-123 Merchandise Planning & Control 3 credits

Students analyze the buying and merchandising functions in various types of organizations. The principles, procedures and techniques practiced by merchandisers are studied. Students may have the opportunity to interview a buyer, visit a market, participate in a floor move in a local business, compile a resource folder of relevant tools for buyers, and/or complete a computer simulation. Prerequisites: 10-104-194, 10-104-195, 10-104-196, 10-104-197, or instructor consent. Prerequisites will be waived for certificate students. Contact the department office (608-246-6003) to register for this class.

10-104-124 Retail Management 3 credits

Upon successful completion of this course, the student should be able to describe and analyze retail store organization and operation including customer markets, store location and design, human resource management, merchandise planning and control, and retail promotion.

10-104-182 Portfolio Presentation 3 credits

This course includes an overview of methods to searching for a position in the fashion marketing field. We explore on and off line methods of personal and academic assessment. Mock interviews, including a viewing of your portfolio work, will be video taped. Resume writing and personal correspondence are included in a personalized approach.

10-104-194 Visual Merchandising 3 credits

The principles and elements of design are incorporated into interior and exterior merchandise presentation. Coordination of the total sales promotion effort is emphasized. Students are required to build many types of displays.

10-196-191 Principles of Supervision 3 credits

The learner applies the skills and tools necessary to perform the functions of a front line manager. Each learner will demonstrate the application of strategies to make the transition to a contemporary supervisory role including: operations planning and analysis, delegation, staffing, problem solving, motivation, training, leadership and performance assessment.

Career Potential:

- Assistant Store Manager
- Store Manager
- Retail Human Resources Manager
- Retail Operations Manager
- Retail Loss Prevention Manager

With additional education and/or experience, graduates may find employment as:

- Store Owner
- Retail Buyer

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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