

Retail Management

This Retail Management curriculum leads to an Associate in Applied Science (A.A.S.) degree. The program prepares students for a career path as a management trainee in a department store, specialty shop or chain store as a department manager, marketing assistant, service supervisor or personnel trainee. Part of the preparation includes an industry work-study experience or a substitute educational experience. In addition to a thorough grounding in marketing and retailing techniques and concepts, students take supplemental courses in other business areas, communications and the social and natural sciences.

A Fashion Buying Option to the Retail Management curriculum is also offered for students who want to specialize in fashion buying. For details, refer to the program description and requirements for Retail Management - Fashion Buying Option in this Catalog.

Program Entry Requirements:

This program is open to interested students, assuming space is available. However, new students are normally required to take the College's placement tests at their time of entry.

Students identified as needing developmental course work must satisfactorily complete the appropriate English and mathematics courses as a part of their degree program.

Program of Study and Graduation Requirements:

To qualify for the A.A.S. degree in Retail Management, the student must successfully complete a minimum of 65 credit hours as prescribed and attain a grade-point-average of 2.0 (C average).

Recommended Course Sequence	Course Number and Name	Prerequisite or Corequisite	Credits
Program Core Courses - Retail Management - A.A.S. Degree			
1	MNGT 121 - Introduction to Business	ENGL 101 which may be taken concurrently	3
2	MKTG 135 - Retailing Principles and Management	MNGT 121 or MKTG 131	3
3	ACCT 101 - Financial Accounting		4
4	MNGT 111 - Business Math	MATH 017	3
6	MKTG 234 - Retail Buying	MNGT 121	3
8	ECON 181 - Principles of Economics (Macroeconomics)		3
11	MKTG 131 - Principles of Marketing	MNGT 121	3
12	MNGT 141 - Principles of Management	MNGT 121	3
13	MNGT 199 - Cooperative Work Experience	MNGT 142, MKTG 238	3
14	MKTG 238 - Marketing and Management Problems	MNGT 141, MKTG 131	3
15	MKTG 236 - Fashion Merchandising	MKTG 131	3
16	MKTG 232 - Advertising and Sales Promotion	MKTG 131	3
17	MNGT 142 - Management Information Systems	CIS 103, MNGT 141, MKTG 131	4
18	MKTG 239 - Textiles		3
General Education Courses (See page 31 for information on disciplines which meet these requirements.)			
5	ENGL 101 - English Composition I		3
7	Social Science Elective		3
10	ENGL 102 - English Composition II	ENGL 101	3
9, 19	Math/Science Electives ¹		6/8
20	Social Science Elective		3
Directed Electives			
21	Business Elective (any MKTG, MNGT or RE course selected in consultation with Department Head)		3

Total to Graduate: 65 credits minimum

¹ Math/Science Elective courses listed are recommended. They may be substituted with similar or related courses with permission of the Department Head: PHYS 105, CHEM 101, BIOL 106, STS 101, MATH 161 or higher level math.

For More Information Contact:

The Division of Business and Technology, Room C1-9, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone 215-496-6164; or the College Information Center, 215-751-8010.