

RETAIL MANAGEMENT – LEVEL 1

Certificate of Completion #24418

This introductory certificate exposes students to the business world and the role of retail distribution. Students become familiar with careers in retail management, as well as the latest trends in this fast changing field. This certificate may aid the student's search for an entry-level job in retail management.

Program Learning Outcomes

- Students will compose an appropriate, effective letter presenting good news, bad news, sales, or persuasive content.
- Students will use informative and sales letters to convey information and influence people favorably.
- Students will develop and deliver a 3-5 minute presentation on a business related topic.

Review [Student Learning Outcomes \(SLOs\)](#) for this program.

Required Courses

Course Prefix	Course Name	Units
VOC B025	Business Communications	
VOC BS50	Retail Store Management and Merchandising	
VOC CSB15	Microcomputer Applications	

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