

DEGREES & CERTIFICATES

RETAILING CERTIFICATE OF ACHIEVEMENT (CA)

About the Program

The Certificate of Achievement in Retailing provides a detailed focus on the retailing efforts of products and services with the objective of meeting and exceeding consumers expectations and engaging consumers for the long term. This certificate provides students with the knowledge needed in the various retail marketing environments. Students learn the fundamentals of marketing goods and services in the B2C and B2B environments. This certificate provide students with essential knowledge concerning retailing, including effective operations, retail structure, non-store retailing, and upcoming trends. The Retailing Certificate is designed for individuals with career interests in the retail management field or those seeking to enhance existing knowledge and skills.

Program Goals and Objectives

Successful retailers already know the value of meeting and exceeding customers' expectations. Fueled by our increasingly digital-first lifestyles, those expectations change rapidly. While most customers see fast, easy and personalized online shopping as the norm the shopping mall and retail brick and mortar sites are not disappearing, just changing. The industry is primed for experimentation and innovation through technology. Through this program, students will focus on that changing environment, identifying strategies on meeting and exceeding consumers' expectations. Students will investigate the importance of making connections with the consumer. The Internet of Things (IoT) and radio-frequency identification (RFID) have enabled a world of connected devices creating enormous potential in retail. The fusion of these technologies will lead to a smarter, more integrated shopping experience benefitting consumers. With the right skills, retailers can harness this data to predict and create a more personalized experience that builds customer loyalty for each shopper in their ecosystem. It can also shed a brighter light on the supply chain, adding greater precision to the ordering process while reducing waste and inefficiencies. Data integration becomes the key ingredient used in every aspect of retail. It's not just taking a look and last week's sales report – it's knowing what customers are going to do, buy or experience next. The operative word associated with customer experience in retail is "engagement". Briefly defined, engagement means to get someone to "feel excited or impressed to do something". Retailers' goals are to excite and impress us enough that we will purchase something. For retail focused on digital fulfillment most retail sites require "rich content", which engages and motivates consumers.

Career Opportunities

Retail is a growing fast paced, and diverse industry with many opportunities for career advancement. Careers are available in all areas of business. Opportunities for retailing professionals are growing exponentially due to the rapidly expanding retail platforms. The Bureau of Labor Statistics indicates that the field employs over 42 million people and is responsible for 1 in 4 jobs in the United States. Projections indicate the field will be viable over the next 20 years. Career options include positions in merchandising, independent small retailer management, online engagement specialists, display positions, and others.

Program Outcomes

- Upon completion of the Certificate of Achievement in Retailing, students are able to compare and contrast the various pricing strategies.
- Upon completion of the Certificate of Achievement in Retailing, students are able to determine the demand for products and services offered by a firm and identify potential customers.
- Upon completion of the Certificate of Achievement in Retailing, students are able to develop pricing strategies with the goal of maximizing the firm's profits and/or market share while ensuring customer satisfaction.
- Upon completion of the Certificate of Achievement in Retailing, students are able to explain promotional mixes and effective strategies for each.
- Upon completion of the Certificate of Achievement in Retailing, students are able to identify distinctions between distribution channels.
- Upon completion of the Certificate of Achievement in Retailing, students are able to identify the primary business operations, business organizational options, and business procedures.
- Upon completion of the Certificate of Achievement in Retailing, students are able to list resources and strategies for monitoring trends which help identify the need for new products and services.
- Upon completion of the Certificate of Achievement in Retailing, students are able to summarize measures that can be taken by individuals and organizations to correct organizational dysfunctions.

Required Core: (16 Units)

BUSN 48 Human Relations in Organizations.....	3
CIS 55 Integrating Office Applications.....	4
MKTG 50 Introduction to Marketing.....	3
MKTG 56 Marketing Strategies.....	3
MKTG 61 Professional Selling.....	3

List A: Select One (3 Units)

BUSN 52 Business Communications.....	3
CMST 1 Fundamentals of Public Speaking.....	3

List B: Select One (3-6 Units)

WRKX 94 Occupational Work Experience/Internship.....	1 - 8
WRKX 95 General Work Experience.....	1 - 6