BUSINESS ADMINISTRATION – RETAIL MANAGEMENT – ASSOCIATE IN SCIENCE DEGREE, CERTIFICATE OF ACHIEVEMENT

Top Code:

0506.50
The certificate prepares students for marketing careers in the retail industry in market research, promotion, advertising, distribution and pricing. The Business Administration – Retail Management Certificate was developed in cooperation with the Western Association of Food Chains (WAFC), and is a nationally recognized certificate.
A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

Program Outcomes

- Analyze the customer service factors involved in obtaining customer goodwill, enhancing the company image and communicating with customers.
- Write effective business correspondence, and give clear, concise oral presentations.
- Achieve confidence working with whole numbers, fractions, and percentages and applying them to common business problems such as markup, markdown, simple and compound interest, payroll, discounts, etc.
- Identify the five mental stages of a sale.
- Write a features-and-benefits analysis on a product.

Requirements for the Certificate of Achievement

Code	Title	Units
ACCT 001A	FINANCIAL ACCOUNTING	4
or ACCT 010	BOOKKEEPING-ACCOUNTING	
BIT 025	SURVEY OF COMPUTER TECHNOLOGY IN BUSINESS	3
BUS 010	INTRODUCTION TO MANAGEMENT	3
BUS 011A	BUSINESS COMMUNICATIONS	3
BUS 117	HUMAN RELATIONS/ORGANIZATIONAL BEHAVIOR	3
BUS 128	HUMAN RESOURCES MANAGEMENT	3
MRKT 020	PRINCIPLES OF MARKETING	3
MRKT 132	RETAIL MANAGEMENT	3
Total Units		**25**

General Education Requirements for the Associate in Science Degree

- General Information (https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/)
- PCC Local Gen Ed (https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#pcclocaltext)
- CSU Breadth (https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#csubreadthtext)
- IGETC (https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#igetctext)

Visit the Program Mapper (https://pasadena-city.programmapper.ws/academics/interest-clusters/7e85bdcc-be06-405f-9845-b8b63e49f8c6/programs/0ee45b38-c016-7717-b118-76636033c99c/) **for a suggested sequence of courses.**