

Business, Marketing & Finance

Retail Management



BUSINESS & INDUSTRY ENDORSEMENT

The Retail Management regional program of study focuses on occupational and educational opportunities associated with driving sales through innovative approaches and strategic planning. It includes product development, customer intercepts, package engineering, and organizational development. This program of study also addresses human resources, advertising, social media, logistics, and employee relationships.

Level 1	N/A
Level 2	7300 Principles of Business, Marketing and Finance
Level 3	7331 Practicum in Small Business Management I
Level 4	7332 Practicum in Small Business Management II