

## Retail Management Certificate

### *Jobs Jobs Jobs*

As of September 2011<sup>1</sup>, over 90 million people (nearly 70% of the U.S. workforce) were employed in the private Service sector. Also classified as Service employees, almost 15 million (over 10% of the U.S. workforce) worked specifically in Retail industries. Other large industries within the Service sector include Health (20 million), Professional (over 17 million), and Leisure services (over 13 million). Locally, 81% of jobs in Racine and 89% of jobs in Kenosha-Lake County, Illinois, are associated with some segment of the service sector. In the face of an economy in which manufacturing jobs in the U.S are in decline and being shipped overseas, Service sector jobs are expected to grow. According to the U.S. Bureau of Labor Statistics<sup>2</sup>, 18 of the 20 fastest growth industries through 2018 are in the Services sector. Second only to registered nurses, retail sales are forecast to add over 700,000 new positions between 2010 and 2020<sup>3</sup>.



### *Industry Challenges*

Service organizations in general and retail in particular have their unique challenges. A major concern in retail is merchandise management (e.g., item selection, supply chain and inventory management), while a major challenge for service providers is managing the demand and flow of customers. In providing both goods and services, organizations rely on quality employees to create satisfying interactions with customers.

### *Student Feedback*

"I just read about the Retail Management Certificate and I like it. There is a lack of options out there for students who are looking to further and gain skills in the world of retail, which is becoming highly competitive and more complex."

*David Lucas, Project Manager of Daily Operations, Stores Strategies & Business Solutions Department, Old Navy Headquarters San Francisco*

<sup>1</sup> [http://www.bls.gov/emp/ep\\_table\\_203.htm](http://www.bls.gov/emp/ep_table_203.htm)

<sup>2</sup> <http://www.bls.gov/news.release/empsit.t17.htm>

<sup>3</sup> <http://www.bls.gov/ooh/most-new-jobs.htm>

## What UWP Can Do For You

UWP graduates frequently begin their professional careers with regional Service and Retail employers, and numerous current students are already employed in the Service and Retail industries while taking classes. The industry offers opportunities for advancement through the managerial ranks, and this certificate program is designed to help students acquire the necessary professional skills and provide them with a credential of material value in advancing their careers. The Retail Management Certificate is available to all Business



majors and minors.

### Curriculum -- 4 courses - 12 credits

#### Required Courses (TWO - 6 credits):

RMGT 453 Retail Management  
RMGT 454 Services Management

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Prerequisite

MGT 349, MKT 350  
MGT 349, MKT 350

Offered

Fall  
Spring

#### Required Courses (Choose ONE - 3 credits):

MKT 355 Buyer Behavior \*\* or  
HRM 343 Human Resource Management \*\*

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MKT 350  
Junior standing

Fall  
Fall, Spring

#### Elective Courses (Choose ONE - 3 credits):

ENTR 250 Entrepreneurial Principles  
MIS 429 e-Business  
MKT 357 Multi-cultural Marketing  
MKT 358 Promotions Management  
MKT 467 Selling of Financial Services  
RMGT 490 Special Topics in Retail Management  
RMGT 494 Internship (Retail Management only)

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Sophomore standing  
Jr. or Sr. standing  
MKT 350  
MKT 350  
SELL 458  
RMGT 453 or RMGT 454  
RMGT 453 or RMGT 454

Fall  
Occasional  
Fall  
Spring  
Spring  
Occasional  
All

\*\*Course not selected to meet a requirement may be taken as an elective

### For more information

*Declaring a Certificate* - Submit an application in the Department of Business Office (Molinaro Hall 344).

*Program Advisor* - Professor Karen Crooker, Office: Molinaro 349, E-mail: crooker@uwp.edu

*For More Information* - Contact the Department of Business, Molinaro Hall 344, phone (262) 595-2280.