



# Business Administration— Marketing and Retailing

**A.A.S. Degree (A2512F)**

**Certificate (C2512F)**

## Business Technologies

### Job Outlook

According to the U.S. Department of Labor's *Occupational Outlook Handbook*, "Employment of retail sales workers is projected to grow 10 percent from 2012 to 2022, about as fast as the average for all occupations. Many workers leave this occupation, which means there will be a large number of job openings."

*Source: Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2014-15 Edition, Retail Sales Workers, on the Internet at <http://www.bls.gov/ooh/sales/retail-sales-workers.htm> (visited May 19, 2014).*

*Note: Job Outlook information is based on national statistics.*

### Occupational Information

Visit the link below to find out more about occupations in this field including skills, education, potential wages and more.

### Retail Sales

CIP Code: 52.1401 SOC Code: 41-2031.00  
<http://www.onetonline.org/link/summary/41-2031.00>



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Marketing and Retailing is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with fundamental skills in marketing and retailing.

Course work includes marketing, retailing, merchandising, selling, advertising, computer technology, and management.

Graduates should qualify for marketing positions within manufacturing, retailing, and service organizations.

### Courses

**Credits**

### Business Administration—Marketing and Retailing A.A.S. Degree (A2512F)

#### General Education Required Courses

COM 110	Introduction to Communication OR	
COM 231	Public Speaking .....	3
ENG 111	Writing and Inquiry .....	3
MAT 143	Quantitative Literacy OR .....	3
MAT 171	Precalculus Algebra .....	4
	Humanities/Fine Arts Elective .....	3
	Social/Behavioral Sciences Elective .....	3
<b>Total General Education Required Hours .....</b>		<b>15-16</b>

#### Major Required Courses

ACC 115	College Accounting OR	
ACC 120	Principles of Financial Accounting .....	4
BUS 110	Introduction to Business .....	3
BUS 115	Business Law I .....	3
BUS 121	Business Math .....	3
BUS 137	Principles of Management .....	3
BUS 260	Business Communication .....	3
BUS 270	Professional Development .....	3
CIS 110	Intro to Computers OR	
OST 137	Office Software Applications.....	3
ECO 251	Principles of Microeconomics .....	3
MKT 120	Principles of Marketing .....	3
MKT 121	Retailing .....	3
MKT 122	Visual Merchandising .....	3
MKT 123	Fundamentals of Selling .....	3
MKT 220	Advertising and Sales Promotion .....	3
MKT 225	Marketing Research .....	3
MKT 226	Retail Applications .....	3
OST 134	Text Entry and Formatting.....	3
WBL 111**	Work-Based Learning I.....	1
WBL 115**	Work-Based Learning Seminar I.....	1
<b>Total Major Required Hours.....</b>		<b>54</b>
<b>Total Credit Hours Required for A.A.S. Degree .....</b>		<b>69-70</b>

\*\*WBL 111 and WBL 115 should be taken during the program of study after the completion of a minimum of 12 core semester hours.

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COM 110	Introduction to Communication OR	
COM 231	Public Speaking .....	3
MKT 120	Principles of Marketing .....	3

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A.A.S. Degree (A2512F) Certificate (C2512F)



MKT 121	Retailing .....	3
MKT 122	Visual Merchandising .....	3
MKT 123	Fundamentals of Selling .....	3
	Social/Behavioral Sciences Elective .....	3

**Total Credit Hours Required for Certificate Program..... 18**

## Other Programs

If you are interested in a business-related program and plan to transfer to a four-year college or university, Mitchell offers:

- Pre-Business Administration, Accounting, Economics, Finance and Marketing (A1010A)
- Pre-Business Education and Marketing Education (A1010A)

Mitchell also offers the following programs:

- Accounting A.A.S. Degree (A25100)
- Business Administration—A.A.S. Degree (A25120)
- Business Administration—Human Resources A.A.S. Degree (A2512C)
- Accounting Diploma (D25100)
- Accounting Certificate (A255100A)
- Banking Certificate (C25120B)
- Income Tax Preparer Certificate (C25100I)
- Management Certificate (C25120A)

For more information on this and other programs, including application, admission requirements, and elective options, visit our website at [www.mitchellcc.edu](http://www.mitchellcc.edu) to view the current College catalog.

## Program Contact

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