

Retail Sales Specialist Program

Division of Business — Curriculum Code: 200R

Will Earn Upon Program Completion: Certificate in Retail Sales

Why major in Retail Sales?

This certificate program prepares students for employment as retail salespeople in the automotive, furniture, clothing, electronics, general merchandise, and other service oriented retail companies.

The program, offered within the Business Division at ECC, teaches students effective communications skills, basic business concepts, human and group behavior, business mathematics, and effective face-to-face selling techniques. Students also learn the value of effective advertising and promotion in developing and reinforcing the retail sales approach.

Are there any requirements I must satisfy before I start taking courses in my major?

Based on your placement test scores, you may have to take developmental courses in reading, English, and/or mathematics before taking courses in your major.

How long will it take me to complete this degree?

If you do not need developmental course work, you can complete the certificate in two semesters.

Where should I direct specific questions about this program?

Call the Division at (973) 877-3222.

Upon completion of this program, graduates will be able to:

- ◆ Demonstrate knowledge of the business enterprise;
- ◆ Use the language of business in writing and speaking;
- ◆ Demonstrate a complete understanding of the selling process;
- ◆ Sell ideas and products effectively;
- ◆ Perform basic business calculations;
- ◆ Recognize and categorize the various types of retailers;
- ◆ Manipulate the elements of the marketing mix;
- ◆ Recognize and develop effective advertising and promotional materials;
- ◆ Use appropriate media based on both quantitative and qualitative analysis; and
- ◆ Apply pricing policies to achieve desired margins and profits.

Retail Sales Specialist — Certificate

<p>GENERAL EDUCATION REQUIREMENTS: (12 credits)</p> <p>Communications (6 credits) ENG 101 College Composition I 3 ENG 109 Effective Speech 3</p> <p>Social Science (6 credits) PSY 101 General Psychology I 3 SOC 101 Introduction to Sociology 3</p> <p>MAJOR COURSE REQUIREMENTS: (18 credits)</p> <p>BUS 101 Business Organization & Management 3 BUS 141 Business Math 3 BUS 211 Principles of Marketing 3 BUS 212 Principles of Retailing 3 BUS 213 Principles of Selling 3 BUS 215 Advertising Principles 3 CIS 107 Computer Literacy or 3 CIS 131 Microcomputers in Business 3</p> <p>Total Credits Required for Certificate: 33</p>	<p>RECOMMENDED SEQUENCE OF COURSES**</p> <p><u>First Semester</u></p> <p>BUS 101 Business Organization & Mgt. 3 ENG 101 College Composition I 3 PSY 101 General Psychology I 3 BUS 141 Business Math 3 SOC 101 Introduction to Sociology 3 CIS Requirement 3</p> <p><u>Second Semester</u></p> <p>ENG 109 Effective Speech 3 BUS 211 Principles of Marketing 3 BUS 212 Principles of Retailing 3 BUS 213 Principles of Selling 3 BUS 215 Advertising Principles 3</p>
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***NOTE:** This plan assumes the completion of all required developmental courses in reading, writing, and mathematics as well as other pre- and co-requisites for some of the courses, as listed in the Course Descriptions section.