

Retail Management

at Nashville State Community College



Technical Certificate Retail Management

Associate of Applied Science Degree

Business A.A.S. Degree,
Marketing and Retailing Concentration



Nashville State
Community College

Receive a quality education that is convenient, affordable, and supportive at Nashville State Community College.

A high-quality education providing:

- Job success skills
- A strong general education
- Latest lab equipment and technology

Convenient learning options

- Daytime and evening classes
- Six campus locations
- Web-based courses

Budget sensitive

- Affordable tuition
- Financial Aid
- Scholarships
- State fee waiver
- Audit option
- Senior discount

Welcoming environment

- Open enrollment
- Multi-cultural student base
- Academic advising
- Career counseling
- ADA compliant
- Student activities
- Cooperative Education

Retail Management Technical Certificate

Retail is a diverse industry with many opportunities for advancement. Retail is growing, and the need for people with skills in marketing, management, technology, budgeting, and leadership is at an all-time high. The Nashville State Retail Management Technical Certificate provides you with these valuable skills and serves as the first step towards an exciting career in retail.

As today's retail industry becomes more complex with changing buying behaviors and new technologies, retail marketing now requires a higher level of management skills. The Retail Management certificate program provides you with a cost-effective vehicle for acquiring these skills.

Industry Recognized

The Retail Management certificate is recognized by leading retailers across the country and provides you with the skills these retailers are actively looking for in their employees. The program is also available to employers seeking to provide management knowledge and skills to their incumbent workforce, or to individuals wanting to advance or begin a career in retail. The certificate can be completed in as little as one year.

Graduates of the program will be able to:

- Think critically & be creative with business solutions.
- Understand management functions and activities.
- Apply management, marketing, financial management, communication and business software skills to a retail environment.

Career Opportunities

- Product Manager
- Merchandising Manager
- Store Manager
- Marketing Manager Trainee
- Marketing Associate
- Retail Sales Associate

Retail Management Technical Certificate Course Requirements

<i>Technical Certificate Courses</i>	<i>Credits</i>
ADMN 1310 Business Communications.	3
BUSN 1360 Software App. for Business.	3
BUSN 2330 Principles of Management	3
BUSN 2340 Human Resource Management	3
BUSN 2350 Organizational Behavior.	3
BUSN 2380 Principles of Marketing	3
BUSN 2347 Business Financial Management	3
BUSN 2387 Retail Management.	3
Total Technical Certificate Credit Hours . . .	24



Business A.A.S. Degree Concentration in Marketing & Retailing

Continue Your Education

Receive a well-rounded academic experience as you continue your preparation to enter the workforce. The Retail Management technical certificate utilizes an industry-recognized curriculum designed to provide you with the option to apply all of the required courses toward the Nashville State A.A.S. degree in Business with a concentration in Marketing and Retailing. Consult your advisor about articulation options as you plan to apply the certificate toward an A.A.S. degree.

Business A.A.S., Marketing & Retailing Concentration Course Requirements

<i>A.A.S. Degree Courses</i>	<i>Credits</i>
<i>Freshman Seminar</i>	
NSSC 1010* First Year Experience.	1
<i>English</i>	
ENGL 1010 English Composition I	3
<i>Speech (choose one)</i>	
COMM 2025 Fundamentals of Communication . . .	3
COMM 2045 Public Speaking	3
<i>Humanities/Fine Arts Elective 3</i>	
(Select from any approved course in catalog)	
<i>Mathematics (choose one)</i>	
MATH 1010 Math for General Studies	3
MATH 1530 Introductory Statistics	3
MATH 1630 Finite Mathematics	3
<i>Social/Behavioral Sciences (choose one)</i>	
ECON 2100 Principles of Macroeconomics	3
ECON 2200 Principles of Microeconomics.	3
<i>Common Core</i>	
(Required for all Business A.A.S. Concentrations)	
LOGI 1000 Introduction to Logistics	3
BUSN 1350 Sales and Service	3
BUSN 1360** Software App. for Business	3
BUSN 2300 Business Ethics	3
BUSN 2350** Organizational Behavior.	3
BUSN 2370 Legal Environment of Business.	3
BUSN 2380** Principles of Marketing	3
BUSN 2395 Business Applications	3
<i>Technical Core</i>	
ADMN1310** Business Communications	3
BUSN 1305 Introduction to Business.	3
BUSN 2330** Principles of Management	3
BUSN 2340** Human Resource Management.	3
BUSN 2347** Business Financial Management	3
BUSN 2387** Retail Management	3
BUSN 2389 Social Media Marketing	3
Total A.A.S. Degree Credit Hours	61

* Not required for technical certificate graduates.
 ** Completed in technical certificate

Additional Course Requirements

The Tennessee Board of Regents requires that students either demonstrate the appropriate skill levels in math, reading, and/or writing before enrolling in college-level courses or enroll in appropriate co-requisite experiences with college-level courses to develop competency in those skills while performing college-level work. ACT/SAT scores, ACCUPLACER test scores, COMPASS test scores, or other relevant information determine whether a student needs to enroll in co-requisite courses in math, reading, and/or writing (English).

Career Services

Nashville State Community College has a very active Career Services Office that assists students, graduates, and alumni with their employment needs.

For more information about Career Services, visit:
www.nssc.edu/career-services

For more information, please contact

Division Office
 615-353-3400

nssc.edu/retail-management

nssc.edu/business



nssc.edu

