

PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

Retail Management Certificate

Proposed Program Title

FULLERTON COLLEGE

College

FALL 2017

Projected Program Start Date

North Orange County Community College District

District

Contact Information

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Voting Member

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Phone Number

Dean, Business and CIS Division

Title

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Email

Goal(s) of Program (Check all that apply):

Career Technical Education (CTE)

Transfer

Other

Type of Program (Check all that apply):

Certificate of Achievement 12-17 (or 17-27 quarter) units

Certificate of Achievement 18+ semester (or 27+ quarter) units

Associate of Science Degree

Associate of Arts Degree

Reason for Approval Request (Check One):

New Program

Substantial Change

Locally Approved

Program Information

0506.50 Recommended [Taxonomy of Program \(TOP\) Code](#)

Units for Major-Degree

Total Units for Degree

31-33 Required Units-Certificate

Written Form

1. Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)

The Certificate in Retail Management will prepare a student to obtain a supervisory position in a retail business. The Retail Management Certificate requires a total of 31-33 units of which 9 units are required courses. The remaining 22-24 units must be chosen from the lists below. Honors sections of identical classes are granted equivalent credit.

2. Provide a brief rationale for the program.

Students and employers have been asking for certification of skills in the retail area and education in retail management. Orange County, California has one of the largest number of retail locations in the United States and provides employment to many residents in the Southern California area.

3. Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)

		2014 Jobs	2017 Jobs	2014-17 Change	% Change 2014-17	Openings (New + Replacements)	Annual Openings
41-1011	Supervisors of Retail Sales Workers	164,644	170,484	5,840	3.50%	18,899	6,300
41-2031	Retail Salespersons	487,249	512,956	25,708	5.30%	79,102	26,367

The three-year average supply from regional colleges is 24 per year.
 Regional annual openings for the two SOC codes listed are 10,864 indicating a gap of 10,840 hires.
 Source: <http://coecc.net/supply-demand/> For Orange County

4. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (There is space for 10 listings, if you need more, please contact laocrc@rscdd.edu)

College	Program	Who You Contacted	Outcome of Contact
Cerritos College	Retail Management Cert	Nick Real	No response.
Coastline Community College	Retail Management Cert	Nancy Jones	No response.
El Camino College	Retail Management Cert	Virginia Rapp	No response.
Irvine Valley College	Retail Management Cert	Corrine Doughty	No response.
Los Angeles City College	Retail Management Cert	Alex Davis	No response.
Orange Coast College	Retail Management Cert	Lisa Knuppel	No response.
Rio Hondo College	Retail Management Cert	Bruce Nobel	No response.

5. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (There is space for 20 listings, if you need more, please contact laocrc@rscdd.edu). (See PCAH pp. 143 and 171)

Required Courses (9 units)	Units
MKT 203 F Principles of Retail Management	3
BUS 267 F Principles of Supervision	3
MKT 100 F Introduction to Marketing	3
One course from the following for a total of 3-5 units:	Units
ACCT 001 F Accounting for Small Business	3
ACCT 100BF Financial Accounting Principle	3
ACCT 101AF Financial Accounting	5
One course from the following for a total of 3 units:	Units
BUS 100 F Introduction to Business	3
BUS 180 F Small Business Management	3
One course from the following for a total of 3 units:	Units
BUS 240 F Legal Environment of Business	3
BUS 241AF Business Law	3
Two courses from the following for a total of 6 units:	Units
MKT 103 F Principles of Advertising	3
MKT 151 F New Media Marketing	3
MKT 201 F Small Business Promotions	3
MKT 208 F Principles of Selling	3
One course from the following for a total of 3 units:	Units
BUS 110 F Business English	3
BUS 111 F Business Communications	3
BUS 211 F Writing for Business	3
One course from the following for a total of 4 units:	Units
CIS 100 F Introduction to Personal Computers	4
CIS 111 F Introduction to Information Systems	4
Total Units	31 – 33

6. Include any other information you would like to share.