Retail Marketing Specialist

**TECHNICAL DIPLOMA**  
Program Code: 30-104-2  |  Oak Creek Campus

Get set for a career in retail management by learning to perform key operations associated with sales in a variety of settings. Strengthen your skills through instruction in supervision, marketing and selling principles, visual merchandising and customer service.

**Career Outlook**
For retail management positions, the projected national job growth through 2020 is expected to be 17%. Projected Wisconsin job growth during this period is expected to be 11%.

**Workplace Competencies**
Employers will expect graduates to:
- Maintain knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices
- Maintain records related to sales
- Describe merchandise and demonstrate/explain use, operation, and care of merchandise to customers

**Admission Requirements**
- A high school diploma or GED
- Demonstration of proficiency in basic skills through a course placement assessment

After earning this diploma, the credits can be applied to completing the Fashion/Retail Marketing associate degree.

Start dates: August and January

matc.edu  |  414-297-MATC
Retail Marketing Specialist

Curriculum

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG-102</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>COMPSW-106</td>
<td>Introduction to MS Office</td>
<td>3</td>
</tr>
<tr>
<td>MGTDEV-191</td>
<td>Supervision</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-119</td>
<td>Visual Merchandising</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-107</td>
<td>Customer Service Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-106</td>
<td>Retail Management ‡</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-104</td>
<td>Selling Principles</td>
<td>3</td>
</tr>
<tr>
<td>ENG-151</td>
<td>Communication Skills 1 ‡</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>(or) ENG-201 English 1</td>
<td></td>
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</tbody>
</table>

TOTAL CREDITS: 24

‡ Prerequisite required.
Curriculum requirements are subject to change.

For complete information, go to matc.edu/business/index.cfm
To apply for financial aid, visit fafsa.ed.gov
School Code: 003866

Possible Careers

• Buyer
• Department Manager
• Visual Merchandiser

Related Programs

• Fashion/Retail Marketing
• Fashion Marketing Specialist

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