

Retail Marketing

Courses include but are not limited to:

- Marketing Principles
- Selling
- Visual Merchandising
- Business Graphics
- Retailing
- Advertising
- Professional Development
- Business Procedures
- Supervisory Management
- Business Law
- Principles of Accounting I
- Bookkeeping
- Entrepreneurship (elective)

- Certificate of Proficiency
- Technical Certificate
- A.A.S.

Description:

The Associate of Applied Science degree with a Retail Marketing emphasis prepares students for entry-level and middle management positions in marketing for business and industry. Students will acquire skills to assist them in the various aspects of management and marketing. This degree also prepares students for small-business ownership.

Students who choose this degree should like working with the public on a constant basis and should be available to work during non-traditional work hours.

After UACCM

Graduates are employed as:

- Sales representatives
- Department managers
- Owners/managers of small businesses
- Visual merchandisers
- Advertising sales agents

Arkansas - Local Area:

Advertising Sales Agent:

Entry-level Annual Wage: \$17,270

Mean Annual Wage: \$24,460

Sales Representative:

Entry-level Annual Wage: \$25,070

Mean Annual Wage: \$43,900

Department Manager:

Entry-level Annual Wage: \$19,970

Mean Annual Wage: \$34,840

Examples of potential employers:

Payless Shoesource, Lowe's, Wal-Mart, Target, Sears, Radio Shack, Banana Republic, other various retail stores, KVOM Radio, newspapers, magazines.