

Retail and Sales Management

Winona Campus

OVERVIEW

Sales and Marketing are two fast growing fields today.

The skills you learn at Minnesota State College Southeast will go with you whether you choose to enter the workforce upon graduation or continue your education. There is constant demand for employees in this field.

Coursework is diverse and you will learn from the text as well as class discussions. You will work on real life, up-to-date marketing situations using computer programs including Microsoft PowerPoint and the Internet.

Our Retail & Sales Management program has had 100% placement in the past several years. Students have the option to look for work locally or nationwide.

MAJORS WITHIN

Retail Management - AAS	60 credits
Retail Merchandising Sales Associate - Diploma	32 credits
Sales Management - AAS	60 credits
Sales Representative - Diploma	35 credits
See backside for program plan	

PROGRAM OUTCOMES

Program graduates will be able to:

1. Communicate with prospects/customers using above average communication skills.
2. Negotiate win/win outcomes with prospects and customers.
3. Perform customer relationship management techniques.
4. Quality prospects and analyze customer needs.
5. Demonstrate human relation skills on the job.
6. Perform the steps of the professional selling process.
7. Demonstrate an understanding of the marketing concept.



PROGRAM HIGHLIGHTS

Working in sales/marketing gives you the ability to work in an area of interest to you

Courses are focused on the latest trends in sales and marketing

Instructor has 18 years experience in the industry

Marketing is integrated into every course taught

Wide variety of jobs are available to you upon graduation

CAREER OPPORTUNITIES

Field Sales Representative
 Account Executive
 Industrial Sales
 Marketing Assistant
 Retail Sales
 Customer Service Representative

JOB PLACEMENT

100%

PROGRAM COSTS - estimated cost including tuition, books and supplies

Retail Management - AAS	\$12,275
Retail Merchandising Sales Associate - Diploma	\$7,189
Sales Management - AAS	\$12,275
Sales Representative - Diploma	\$7,227



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Retail and Sales Management

Sample Program Plan

Sales Management - AAS

Course No.	Course Name	Credits
General and Technical Education Requirements		
	Technical Electives (see advisor)	11
	Goal 4: Mathematics	3
	Goal 5: History, Social and Behavioral Science	3
	Goal 6: Humanities and Fine Arts	3
COMM1218	College Speech	3
ENGL1215	College Writing I	3
Course Requirements		
First Semester (Fall)		
**ACCT1240	Society and Law	2
*RESL1210	Introduction to Marketing	3
*RESL1213	Introduction to Sales	3
Second Semester (Spring)		
RESL1220	Applied Sales	3
RESL1221	Applied Marketing	3
***RESL1224	Sales Territory Management	3
***RESL2222	Sales Management	3
Third Semester (Fall)		
**RESL1214	Advertising	3
**RESL1217	Principles of Telemarketing	3
Fourth Semester Spring		
RESL2228	Sales Business Concepts & Trends	3
RESL2230	Supervised Occupational Experience	6
Total Required Credits		60

*RESL1210 and RESL1213 can be taken fall or spring semester of the first year

**RESL1214, RESL1217 & ACCT1240 can be taken in the fall of your first or second year

*** RESL1224 and RESL222 can be taken in the spring of your first or second year

Sales Representative - Diploma

Course No.	Course Name	Credits
General and Technical Education Requirements		
	Technical Electives (see advisor)	7
	Computer Requirement	3
	English/Communications Requirement	2
	Math Requirement	2
First Semester (Fall)		
RESL1210	Introduction to Marketing	3
RESL1213	Introduction to Sales	3
RESL1214	Advertising	3
RESL1217	Principles of Telemarketing	3
Second Semester (Spring)		
RESL1220	Applied Sales	3
RESL2230	Supervised Occupational Experience	6
Total Required Credits		35

Retail Management - AAS

Course No.	Course Name	Credits
General and Technical Education Requirements		
	Technical Electives (see advisor)	11
	Goal 4: Mathematics	3
	Goal 5: History, Social and Behavioral Science	3
	Goal 6: Humanities and Fine Arts	3
COMM1218	College Speech	3
ENGL1215	College Writing I	3
Course Requirements		
First Semester (Fall)		
ACCT1240	Society and Law	2
*RESL1210	Introduction to Marketing	3
*RESL1213	Introduction to Sales	3
Second Semester (Spring)		
RESL1220	Applied Sales	3
RESL1221	Applied Marketing	3
***RESL1224	Sales Territory Management	3
***RESL2222	Sales Management	3
Third Semester (Fall)		
**RESL1214	Advertising	3
**RESL1217	Principles of Telemarketing	3
Fourth Semester Spring		
RESL2228	Sales Business Concepts & Trends	3
RESL2230	Supervised Occupational Experience	6
Total Required Credits		60

Retail Merchandising Sales Associate - Diploma

Course No.	Course Name	Credits
General and Technical Education Requirements		
	Technical Electives (see advisor)	4
	Computer Requirement	3
	English/Communications Requirement	2
	Math Requirement	2
First Semester (Fall)		
RESL1210	Introduction to Marketing	3
RESL1213	Introduction to Sales	3
RESL1214	Advertising	3
RESL1216	Visual Merchandising	3
RESL1218	Retail Business Operations	3
Second Semester (Spring)		
RESL1220	Applied Sales	3
RESL2230	Supervised Occupational Experience	6
Total Required Credits		34