

Retail organizations are constantly recruiting individuals with training in the areas of retailing, sales, store management, and customer relations.

Retailing provides a dynamic and exciting work environment that rewards high performance with rapid job promotions and pay increases to match.

Retailing is a growth industry with almost an endless number of career opportunities. Past graduates are now in careers that include: store managers, department managers, visual merchandisers, chain store supervisors, professional sales of automotive, home improvement and computer products, and owners of their own businesses.

The Retail Management certificate can also benefit students pursuing careers in merchandising, customer service and fashion.



“ Our retail members embrace the DMACC Retail Management Certificate because it allows them to offer employees an opportunity to grow.

~Michelle Hurd
IOWA GROCERY INDUSTRY ASSOCIATION PRESIDENT



TAKE THE NEXT STEP!

For more information on Retail Management, call or email:

Russ Moorehead

PROGRAM CHAIR, MARKETING/MANAGEMENT
515-964-6874 | rpmoorehead@dmacc.edu

DMACC Ankeny Campus
2006 S. Ankeny Blvd. 9, Des Moines, IA 50023-8995

515-964-6200 | 800-362-2127 | (FAX) 515-964-6365
www.dmacc.edu/marketing/retailcert.asp

DMACC
DES MOINES AREA
COMMUNITY COLLEGE

Find DMACC on:



Life's Calling™

800-362 2127 | www.DMACC.edu

DMACC AT PERRY VANKIRK CAREER ACADEMY | DMACC CAREER ACADEMY, HUNZIKER CENTER, AMES
DMACC TRANSPORTATION INSTITUTE | EVELYN K. DAVIS CENTER FOR WORKING FAMILIES
DMACC CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT AT SOUTHRIDGE

NONDISCRIMINATION POLICY Des Moines Area Community College shall not engage in or allow discrimination covered by law. This includes harassment based on race, color, national origin, creed, religion, gender, sexual orientation, gender identity, age, disability and genetic information. Veteran status in educational programs, activities, employment practices or admission procedures is also included to the extent covered by law. Individuals who believe they have been discriminated against may file a complaint through the College Discrimination Complaint Procedure. Complaint forms may be obtained from any of the counselors/advisors or from the Provost's office. Persons who wish additional information or assistance may contact the Section 504/ADA Coordinator, 515-964-6857; the Title IX/Gender Equity Officer, 515-964-6850; or the EEO/AA Officer, Human Resources, Ankeny campus, Bldg 1, 515-964-6301.

4616-7-13-1000

DES MOINES AREA COMMUNITY COLLEGE

RETAIL MANAGEMENT CERTIFICATE BROCHURE



Create your pathway to
an exciting Retail Career!

DMACC
DES MOINES AREA
COMMUNITY COLLEGE
Life's Calling™

www.dmacc.edu | 800-362 2127

Industry-specific courses that lead to **ADVANCEMENT.**

DEVELOPED AND ENDORSED BY INDUSTRY PROFESSIONALS—CLASSES RELATE TO REAL-WORLD SITUATIONS

The DMACC Retail Management Certificate is a pathway into a prominent industry with a huge economic impact locally and nationally. Millions work in retail, and these courses teach the skills needed to succeed. Students earn the DMACC Retail Management Certificate after completion of 10 courses in the areas of Marketing, Communications, Mathematics and Human Resources. The program can be tailored to your needs.

- ▶ Online and classroom courses provide the flexibility and resources to ensure your success
- ▶ Day and nighttime courses fit into work schedules and personal lives
- ▶ College credits earned are half of the credits needed for an Associate of Arts (A.A.) degree
- ▶ Credits are transferable to many four-year colleges and universities

The Retail Management Certificate is endorsed by the Iowa Grocery Industry Association, a group that represents major retailers such as Dahl's, Fareway, Hy Vee, Casey's and Kum & Go.



DMACC is the first community college in the state to be endorsed by Western Association of Food Chains (WAFC), a group that works to improve the food industry through education and leadership. Both a DMACC and WAFC certificate is earned after completion of these industry-specific courses:

Semester 1

- ▶ Principles of Retailing
- ▶ Leadership Development
- ▶ Principles of Management
- ▶ Intro to Computer Application

Semester 2

- ▶ Human Resources Management
- ▶ Composition I
- ▶ Principles of Marketing
- ▶ Business Math or Finite Math

Semester 3

- ▶ Fundamentals of Oral Communication
- ▶ Introduction to Accounting



The Retail Management Certificate is ideal for individuals who may already have some limited retail experience but wish to add education to their credentials, creating a career path with advancement possibilities. Personal, professional and leadership development is provided through lecture, labs, and industry speakers.

DMACC has collaborated with the Iowa Grocery Industry Association and the Western Association of Food Chains (WAFC) and upon completion of the DMACC Retail Management Certificate, a student may receive WAFC certification. Students completing the Retail Management Certificate can transfer all credits into the DMACC Retail Management Diploma.

“ **This curriculum is important for our industry. It allows employees and businesses to thrive and prosper.** ”

~Dana Sump
CASEY'S BEVERAGE CATEGORY MANAGER

“ **These DMACC courses are laser-focused and relevant to business success.** ”

~Scott Beckwith
FAREWAY CAO