## Retail Business Management AAT Degree

Program Start: Fall, Winter, Spring, Summer Program Length: 5-6 Quarters Prerequisites: None Total College Credits: 94

Credit Equivalency: 5 college credits receive 1 high school credit

|  |  |
| --- | --- |
| High School | College |
| Core Math Credit  | Financial Management – RBM 119 (3 credits) Any 100-Level Math Class (5 credits) |
| Core English Credit  | English Composition I – ENGL& 101 (5 credits) Public Speaking – CMST& 220 (5 credits) Essentials of Business Communication – RBM 111 (3 credits) Speaking for Success – RBM 129 (5 credits) Marketing Communications – RBM 164 (5 credits)  |
| Core Social Studies  | General Psychology – PSYC& 100DIV (5 credits)Introduction to Sociology – SOC& 101DIV (5 credits)Psychology of the Workplace – PSY 112DIV (5 credits) Business Law – BUS& 201 (5 credits) Human Resource Management – RBM 115 (3 credits) Principles of Management – RBM 117 (3 credits) E-Commerce Principles & Applications – RBM 159 (4 credits) Consumer Behavior – RBM 168 (5 credits)  |
| CTE Credits/Optional Elective  | College Success for All – COLL 102 (3 credits)Keyboarding – CAS 105 (3 credits) Fundamentals of Organizational Behavior – RBM 105 (3credits) Marketing – RBM 107 (3 credits) Principles of Retailing – RBM 109 (3 credits) Business Technology for Retail Applications – RBM 113CL (3 credits) Customer Service – RBM 123 (5 credits) Effective Selling – RBM 133 (5 credits) Social Media Marketing – RBM 162 (5 credits) Successful Career Development – RBM 166CAP (5 credits) Introduction to Business Etiquette – RBM 201 (5 credits)  |