

RETAIL, MARKETING, & DISTRIBUTION INSTRUCTOR:  
MR. JEFF MCWILLIAMS

# Retail, Marketing, & Distribution

*Make it Go Again*

## Necessary Skills:

- Computer Skills
- Record Keeping Skills
- Data Management
- Ability to work in an Internet Environment
- Communication Skills



## Keep America Moving!

Keen competition is expected for these highly coveted jobs. College graduates with related experience, a high level of creativity, and strong communication and computer skills should have the best job opportunities. High earnings, substantial travel, and long hours, including evenings and weekends, are common.

Because of the importance and high visibility of their jobs, these managers often are prime candidates for advancement to the highest ranks.

## Work & Wages

Marketing, advertising :  
\$ 17,000-34,000/yr

Highly skilled Marketers are sought by numerous employers in Pennsylvania!

Sources: bls.gov

cwds.state.pa.us

## JOB DEMANDS

Working in Retail, Marketing, and Distribution is not for everyone.

Persons interested in becoming advertising, marketing, promotions, public relations, and sales managers should be mature, creative, highly motivated, resistant to stress, flexible, and decisive. The ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public is vital.

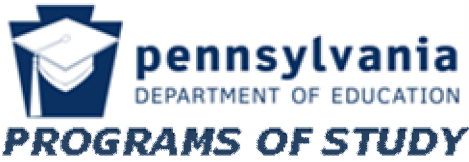
Program of Study advantage:  
By completing all of your task list and NOCTI tests, you will be eligible to receive Articulated Credits (college credit for CTC classes) toward your Associates Degree—saving you time and \$\$\$!

## Take the Right Classes !

**Math**  
Algebra I  
Algebra II  
Geometry  
College Prep Math (recommended)

**English**  
College Prep English I  
College Prep English II  
College Prep English III  
College Prep English IV

**Science**  
Biology  
Chemistry  
Physics  
**Humanities**  
Civics  
U.S. History  
World History



## Retail, Marketing, & Distribution CIP #52.1801

Colleges that are participating in the Statewide Articulation Agreement for this program include:

Johnson College  
 Community College of Philadelphia  
 Commonwealth Technical Institute  
 Luzerne County Community College  
 Penn College of Technology  
 Delaware County Community College  
 Northampton County College  
 Thaddeus Stevens College of Technology



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### Clothing/Safety requirements:

1<sup>st</sup> Year: Business Casual with School Polo or T-Shirt

2<sup>nd</sup> Year: Business Casual with School Polo or T-Shirt

3<sup>rd</sup> Year: Business Casual with School Polo or T-Shirt

### Certifications offered:

ASK Fundamental Concepts

NOCTI: PA Skills Certificate: Retail Trades

\*(National Occupational Competency Testing Institute)

### Student Organization:

DECA  
 SkillsUSA

## MARKETING COMPETENCY TASK LIST

1st Year (360 Hours)	2nd Year (360 Hours)	3rd Year (360 Hours)
Safety Procedures (20)	Receiving and Shipping (20)	Jobs in Retailing/Marketing (50)
Marketing and Economic Concepts (90)	Advertising and Media (90)	Customer Service (50)
Point of sale system (30)	Selling Techniques (30)	Computer Applications (90)
Leadership (30)	Business Communications (30)	Management (90)
Inventory System (30)	Customer Service (50)	Work Experience (30)
Buying Systems (30)	Job Keeping/Seeking (50)	Entrepreneurship (50)
Distribution (40)	Computer Applications (90)	
Computer Applications in Business (90)		